

# Conventional Mass Media *Versus* New Media

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## ABSTRACT

Mass media is a means of communication that has a big influence in disseminating information, news and entertainment to the wider community. Mass media can be divided into two main categories, namely conventional mass media and new mass media. Conventional mass media includes newspapers, magazines, radio and television, while new mass media includes the internet, social media and digital platforms. Conventional mass media has existed for decades and has been the main source of information for society before the digital era. Newspapers and magazines print news and articles in print, while radio and television present news and entertainment programs via broadcast. Conventional mass media has control over the production and distribution of its content. On the other hand, new mass media is the result of developments in digital technology. The internet, social media, and digital platforms allow individuals to generate, access, and disseminate information more easily. New mass media offer greater interactivity, allowing users to participate in discussions, create content, and share their views. Both types of mass media have a significant impact in shaping public opinion, influencing culture, and facilitating global communication. However, both have differences in terms of control, distribution speed, and interaction. With the development of technology, new mass media increasingly dominate the media landscape, but conventional mass media still plays an important role in providing in-depth news and quality production. Given these changes, a deeper understanding of these two types of media is important for navigating the ever-evolving information age.

**Keywords:** *Mass Media, Conventional, New Media*

## I. INTRODUCTION

According to Nova Darmanto Thursday, November 25, 2021, in his book entitled "Convensional Media Becomes A Choice In The Online Era" he said conventional mass media can still survive in the online era. Even though it is small, it has its own consumers. The rapid development of information and communication technology has made conventional mass media (print and electronic) stutter in response. The technological leap called the internet makes it easy for people to access the latest information from anywhere in the world only through cellphones.

Not only getting the latest information, the public is actively involved in providing opinions on the information presented through the column prepared by the online media managers. The speed and convenience offered, on the other hand, certainly puts

very heavy pressure on conventional mass media managers.

This pressure provides two choices for conventional media managers: change or die. Changes also occur in business patterns. Disruptive innovation as an innovation that drastically changes the market. Technological developments become a new battle area between conventional media with new business models.

And for advertisers themselves, technological developments make it easier for them to place their advertisements in media with the highest number of readers. In order to survive, print media since the last few years has changed to follow the trend of digital technology. There is a global phenomenon of print media switching to digital platforms because it follows the trend of changing reader consumption

patterns. "Technologically, it is a necessity to follow it. Because if you don't follow it, conventional media will be far behind," said media practitioner, Nova Darmanto. "It's just that in its development there is a natural segmentation in a technological revolution. Industrially, conventional media, whether print or electronic, will still have consumers even though they are small. But the market opportunity remains large." Print media in particular, continued Nova, who is also listed as the Head of the Publishing Department of Politeknik Negeri Media Kreatif (Polimedia) Jakarta, has continued to evolve even since Johannes Gutenberg first discovered print media in 1455, especially in European countries. Since it was invented by Gutenberg, print media has continued to survive until this moment. The ability of print media to survive is due to its ability to evolve with the times. Including when the world globally experienced a wave of digitalization.

In the Indonesian context, print media is still very much needed. This is because Indonesia is geographically an archipelago and the internet network is still not evenly distributed. "Print media books, for example, are still needed by the community. Although there are currently many electronic books. From a cultural point of view, people are only said to read if there is a physical book compared to electronic books," he said. Even in its development, books published and sold online, according to him, experience piracy.

This has a huge impact on the survival of book publishers and cooperation with international parties. "Sadly, original books and pirated books are both sold in online stalls. This gives an idea, even though there are few book enthusiasts, the market share is there," he said. Through the example of the book case, Nova wants to illustrate the fate of conventional media in the era of capitalization will still exist with its own consumers. There are still people who need newspapers or magazines, because they need the depth of an event.

## 2. RESEARCH METHODOLOGY

The research method is a way for researchers to obtain data in compiling scientific work. The researcher will analyze all the data he gets to find answers or solutions to his problems. To analyze data, researchers must obtain objective, valid, and

reliable data. A qualitative approach is used to analyze data obtained from various scientific writings, books, research reports, and other reliable sources.

## III. RESULTS AND DISCUSSION

### a. *Conventional Media Vs New Media*<sup>1</sup>

Conventional media (conventional media) and new media (new media), in the sense of conventional media, namely communication media that already existed before new media (new media). This conventional media is media that is used as a means of sending or receiving information messages to the wider community. This conventional media is also called mass communication media or mass media, namely media that can disseminate messages or information to the public, khlayak (mass) with jointly and relatively long reach and in a fairly short time. In conventional media or mass media, it can be divided into two, namely print media and broadcasting media.

Print media in its understanding is media with the process of disseminating information by using print technology media in the form of information that is distributed also in printed form. With the existence of conventional media, people can get information from print media and broadcasting media, but in the development of conventional communication media, new media emerged.

New media is communication media that uses the internet and digital or computer technology as a tool for its operation. This new media (new media) emerged after conventional communication media was sufficiently used by the wider community / audience. The new media was created and developed after very rapid advances in communication technology, especially in digital or computer technology and the internet.

From what can be seen from the existing media how a medium also experiences a very rapid development which initially the technology of conveying information from conventional media in the form of print media, broadcast media, by experiencing very

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<sup>1</sup> Zulkarnain, I. (2021). Media Konvensional Vs New Media: Studi Komparatif Surat Kabar dan Media Online dalam Memenuhi Kebutuhan Informasi Mahasiswa. *Jurnal Ilmiah Ilmu Komunikasi Communique*, 3(2), 50-57.

rapid changes, with the emergence of new media which changes the way information is conveyed using internet networks that can be accessed anywhere with a very short and fast time.

With the understanding of conventional media and new media, it can be explained how the two media differ. Conventional media for delivering information is divided into two parts, namely print media (newspapers, magazines, tabloids) and broadcasting media (radio, television). In this print media and broadcasting media, audiences must wait for information according to scheduled hours, audiences are also not connected to the media with fellow users, in the delivery of information prioritizing the main content of information, and feedback from conventional media is also delayed and not directly.

However, this conventional media also has advantages and disadvantages. In its advantages, what is made / printed and aired on television or listened to on the radio can be accounted for about the information reported for the general public, with a wide range of information dissemination. However, it has disadvantages with what will be presented in print and broadcast media, having a relatively longer time in presenting the information.

### ***b. Decrease in Circulation and Revenue of conventional medians***<sup>2</sup>

With more and more people turning to online media for news and information, the circulation of conventional newspapers and magazines has seen a sharp decline. Many readers are turning to digital platforms to access news for free and almost instantly. Conventional mass media has lost most of its revenue from advertising to online platforms, such as Google and Facebook. Advertisers prefer online platforms because they are better able to target their audience and measure the effectiveness of their campaigns better.

Many conventional mass media have been forced to cut operational costs, including staff cuts and reduced publishing frequency to stay afloat. Many conventional media have responded by setting up

their own online platforms (*konvergensi media*) such as news sites and apps, to try to retain an audience and generate revenue from digital advertising.

The decline in circulation and revenue of conventional mass media following the rise of new media is a phenomenon that occurs globally and has a major impact on the media industry. Some of the factors that led to this decline include:

1. **Consumer Migration to New Media:** Many consumers are shifting from conventional mass media to new media, especially the internet and social media, to access news, entertainment and other content. This reduces newspaper circulation and television viewership, resulting in a decline in advertising revenue.
2. **Decline in Trust:** Sometimes conventional mass media are perceived to have bias or lack objectivity, while new media provide more diversity and public participation. As a result, some consumers start looking for alternative sources of information in new media.
3. **Change in Business Model:** The business model of conventional mass media that relies on advertising revenue is disrupted by the emergence of new media. Digital advertising and online marketing are growing in popularity, while advertising revenue of conventional mass media is declining.
4. **Importance of Personalized Content:** New media allows individuals to access content that matches their interests and preferences. This reduces the appeal of conventional mass media that may not be able to provide highly personalized content.
5. **Fast and Actual News:** New media, especially social media, offers news quickly and in real time. This makes conventional mass media look slow in providing news, which may lead to a decrease in interest in them.

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<sup>2</sup> Romadhoni, B. A. (2018). Meredupnya Media Cetak, Dampak Kemajuan Teknologi Informasi. *An-Nida: Jurnal Komunikasi Islam*, 10(1).

6. **Public Participation:** New media provides a platform for active participation of the public in the process of sharing information and opinions. It shifts the passive role of consumers to active contributors in the world of news and entertainment.
7. **Lack of Cost and Accessibility:** New media are often cheaper or even free compared to subscribing to newspapers or TV channels. This makes them more attractive to consumers, especially among younger generations.

The impact of declining circulation and revenue of conventional mass media includes changes in their business strategies. Many conventional media are trying to diversify their revenues by venturing into the digital realm and creating their own online presence. They also have to pay more attention to quality and trustworthiness in their news to stay competitive with new media.

It also raises important questions about the media's responsibility to provide accurate and balanced news, as well as how to address issues such as the spread of fake news on social media platforms. This has an impact on the development of regulation and ethics in the ever-changing media industry.

### ***c. New media convergence***<sup>3</sup>

Quoting from the book *Cyber Society: Technology, New Media, and Information Disruption* (2020) by Catur Nugroho, media convergence is the integration of media through digitization by the media industry. Media convergence is carried out to produce and publish various media content through technological tools and infrastructure, to be utilized by diverse audiences.

An American researcher, Henry Jenkins said that the word convergence is used to describe industrial, cultural, social technological changes that come together from previous industries that are separate and related to skilled workers.

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<sup>3</sup> Prihartono, A. W., & Sos, S. (2016). Surat kabar & konvergensi media (studi deskriptif kualitatif model konvergensi media pada Solopos). *Jurnal Channel*, 4(1), 105-106.

Launching from the book *Introduction to Multiplatform Journalism* (2017) by Masriadi Sambo and Jafaruddin Yusuf, in the context of media in Indonesia, the emergence of convergence caused various media entrepreneurs in Indonesia to combine all previously separate subsidiaries into one media. In *The Canadian Encyclopedia*, the term media convergence refers to two things, namely:

Media convergence causes mass media to innovate, especially printed newspapers to present a form of newspaper that is not only a news portal in the form of a realtime website, but also presents a newspaper that is a transformation of the printed newspaper itself, namely digital newspapers or electronic newspapers (e-papers). E-paper is an electronic newspaper that can be accessed through a website provided by the owner of the newspaper company and can be read through cellular phones (smartphones) and computers.

Convergence brings changes to media management, editorial policies, as well as the cause of the decline in newspaper circulation, which is quite worrying for media players. The presence of electronic newspapers (e-papers) is not only an answer to the challenges of the development of information technology. However, the presence of e-papers also proves that newspapers can involve themselves in technological developments inherent in the lives of media audiences. The presence of e-papers that makes newspaper distribution easy and efficient is not just profitable, other problems arise such as the fear that the existence of electronic newspapers will eliminate the existence of printed newspapers.

### ***d. The convergence of newspapers and reporters***<sup>4</sup>

Local newspaper *Harian Ujungpandang Ekspres* or often called *Upeks* has been published as one of the newspapers in the city of Makassar since June 12, 2000 under the auspices of Fajar Group and is now based in the graha pena building on the 3rd floor. First published as an afternoon daily, but only lasted one year, right in 2001 *Harian Ujungpandang Ekspres* focused on becoming a business daily published in

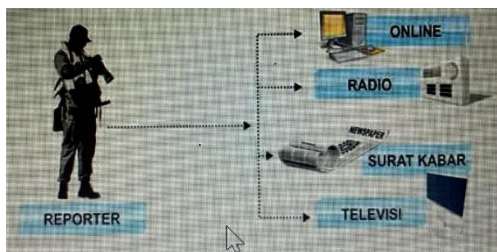
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<sup>4</sup> Atmojo, Y. P., Susila, I. M. D., Hilmi, M. R., Rini, E. S., Yuningsih, L., & Hostiadi, D. P. (2021, April). A New Approach for Spear phishing Detection. In *2021 3rd East Indonesia Conference on Computer and Information Technology (EICoNCIT)* (pp. 49-54). IEEE.

the morning until now. Several times it has changed the segmentation of news content, from political economy to economy and general, but now it has returned to being an economic business daily. Changes in communication technology have had their own impact on this daily which initially only published newspapers in printed form, but carried out media convergence by publishing realtime online newspapers under the website name Ujungpandag\_Ekspres.com.

Managing Editor of Solopos.com, Rini Yustiningsih, said the first convergence was between Solopos and Radio Solopos FM. The reporters are asked to report to Solopos FM if they cover an event. The Solopos FM team will contact Solopos reporters by phone to ask them to report directly about the events that occur or live report. The second phase was between Solopos FM, Solopos, and Solopos.com in 2007. This concept was intensified in 2012. Apart from being asked to do live reports for radio, reporters in the field are also asked to write directly about the news they get. The news sent directly will then be used for Solopos.com at that time. The third stage involved Solopos, Solopos FM, Solopos.com and Solopos.tv. The appointed Solopos reporters were also asked to send videos for material on Solopos.tv.

By involving these four platforms, reporters are required to change the way they work. A reporter does not only work for one media, namely Solopos, but also for Solopos.com, Solopos.tv and radio. The following chart shows how Solopos reporters work in media convergence.

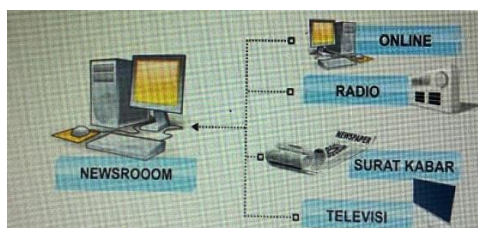


From the description above, if the reporters can carry out the work for all existing platforms, then the media convergence at Solopos will run well. However, if the reporters cannot support the existing platforms, then the media convergence in Solopos will not run optimally. That is the challenge of Solopos management to maximize the work patterns of reporters to work in several platforms. According to

the Managing Editor of Solopos.com, to support media convergence, the pattern of news delivery has changed. Reporters who originally sent news to each editor or folder according to the rubric, then reporters are required to send news to newsroom@solopos.co.id. Here is a chart or flow of material delivery from reporters to the newsroom:



By centralizing news material from reporters to the newsroom, all platforms including print, online, radio and television managers can directly access the newsroom. Thus, the system will facilitate the work process. Here is a chart or flow of retrieving news material from the newsroom:<sup>5</sup>



From this flow, the convergence carried out at Solopos is included in the newsgathering convergence model where in this model, a journalist is required to be able to reach the multitasking level. Through special training, a journalist is required to be able to do the work done by media with other platforms in one group

**e. Situation and condition of conventional mass media and new media <sup>6</sup>**

In an increasingly advanced digital era, the existence of online media in Indonesia has become very

<sup>5</sup> Atmojo, Y. P., Susila, I. M. D., Hilmi, M. R., Rini, E. S., Yuningsih, L., & Hostyadi, D. P. (2021, April). A New Approach for Spear phishing Detection. In *2021 3rd East Indonesia Conference on Computer and Information Technology (EIconCIT)* (pp. 49-54). IEEE.

<sup>6</sup> Habibah, A. F. (2021). Era masyarakat informasi sebagai dampak media baru. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 3(2), 350-363.

important and plays a significant role. Reporting from Casa Kreatif, online media provides easy and fast access to the latest information, news, and entertainment. The existence of online media has changed the way Indonesians access various content and brought significant changes to the traditional media industry.

The mass media or press is an important part of social life, in its role of providing references to find out information and strategic issues to the public. The mass media also functions as a mouthpiece, intermediary or liaison for the community, one of which is by carrying out its noble task, disseminating information. The media is able to influence the opinions or thoughts of listeners, readers or viewers. Media content builds opinions and sets the agenda in the public mind. Fifth, the function of social control. A function that carries and defends the interests of society. Mass media in this digital era has indeed experienced a shift in the way it works. But that does not mean it has to experience a shift in values and abandon the journalistic code of ethics in content creation. The press remains the fourth pillar of democracy of a sovereign state. Therefore, the existence of an independent yet professional press is needed. In today's digital era, the practice of journalism also faces some serious challenges.

Apart from having to adapt to digital technology, it also has to deal with the increasingly massive spread of hoaxes and negative news. According to the website [kominfo.go.id](http://kominfo.go.id), there are 800,000 websites that spread hoaxes and hate speech in Indonesia. Hoaxes are a side effect of the era of openness, which has the opportunity to create division and hostility because it can make people confused about the truth of information. Active users of social media today are generally teenagers, they are used to commenting, sharing and criticizing on social media. This habit can trigger hoaxes due to the delivery of news that is not certain of its truth and tends to make hate speech for content that it does not like. The most important thing is not just posting and before disseminating information or content think first. If necessary, think 1000 times before posting, commenting or spreading content. Smart people are people who are able to sort and select data and information. Don't choose the wrong hoax information, just spread and post it, it could lead to criminal charges. Nowadays, anyone

can take on the role of a journalist, from ordinary people to social media accounts that often upload information with unclear validity.

In addition, instant journalism or clickbait journalism is also rampant. Instant journalism can be seen with the emergence of clickbait journalism, namely journalism that is bombastic, sensational, especially titles made to attract readers' attention, (traffic and visitor needs). In this day and age, mass media must be more sensitive and observant in carrying out its functions. As a means of mass communication, the media acts as a communicator and agent of change, namely a pioneer of change in the public environment that can influence society through its news.

#### *f. Conventional mass media strategies to face the dominance of New media*<sup>7</sup>

Electronic paper atau e-paper; Electronic paper is a portable technology that looks almost the same as regular paper, but can be accessed thousands of times. Unlike ordinary paper that can only be written on once, e-paper can accept writing and refresh it many times. Electronic paper is considered more convenient to use than conventional screens because of its more stable image display, no need to refresh constantly, and a wider angle.

Electronic paper technology is used to run e-books and electronic newspaper applications. Currently, there is competition among media entrepreneurs to provide e-paper facilities for their media. The important thing to understand is that e-paper is different from digital paper, which is a technology where we can write digital documents with a digital pen.

*E-paper*, identical twin of the printed newspaper. Ujungpandang Ekspres Daily began publishing the digital version of the printed newspaper in 2010, although it cannot be said to be truly active. It was only really active around 2012 by accessing the website <http://epaper.upeks.co.id/>. Then in 2017 the Upeks again converged by uniting their servers with Fajar Group, with the [Fajar.co.id](http://fajar.co.id) website address and the Upeks online news website address becoming

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<sup>7</sup> Nur, E. (2021). Peran media massa dalam menghadapi serbuan media online. *Majalah Semi Ilmiah Populer Komunikasi Massa*, 2(1).

Upeks.fajar.co.id, which will be directly directed to the Ujungpandang Ekspres Daily online news page. This unification causes the e-paper page which previously had its own website, but is now converged to

#### 4. CONCLUSIONS AND SUGGESTIONS

Conventional mass media has undergone significant changes due to the rise of online media. These include declining circulation and revenue, intense competition, and changes in the way we access information. Conventional mass media must continue to adapt to digital technology to stay relevant, while online media plays a critical role in providing quick access and greater interaction in an increasingly complex information ecosystem. therefore, overall, dramatic changes are taking place in the media industry. Conventional media still has its place, but it must innovate and adapt to changes in technology and consumer behavior that drive the dominance of online media.

After the emergence of online media, there are several conclusions that can be drawn regarding the role of conventional mass media: Paradigm shift: Conventional mass media is experiencing a paradigm shift in the face of online media. They must adapt to technological changes and consumer behavior that are increasingly shifting to online media.

Decline in Oplah: As the popularity of online media continues to increase, many conventional mass media are experiencing a decline in circulation (readers, listeners, or viewers). This can result in a decrease in advertising revenue and other financial impacts.

Media Integration: Many conventional mass media are trying to integrate online media into their operations. They are launching websites and social media platforms, as well as offering online content to try to retain audiences and reach a wider audience.

Credibility and Trust: While online media has become the primary source of information for many, conventional mass media is still often considered to have a higher level of credibility. Conventional mass media is often regarded as a more reliable and dependable source of news.

Presence in Social Media: Many conventional mass media are active on social media platforms to stay relevant and interact with their audience. They also often work with journalists and online media activists to create collaborations. Content Diversity: Conventional mass media tends to focus more on news and more serious content, while online media offers a diverse range of content, including entertainment, personal blogs and more.

Intense Competition: Competition between conventional mass media and online media is intensifying. Both types of media have to compete for attention and financial support from advertising and audiences. The general conclusion is that the emergence of online media has significantly changed the mass media landscape. Conventional mass media must adapt and innovate to stay relevant and compete in an increasingly digitized world. Meanwhile, consumers have more choices and access to news and information from a variety of different sources.

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