Journalism Transformation: Print Media Towards the Digitalization Era for Generation X

Djudjur Luciana Rajagukguk

Fakultas Ilmu Sosial dan Ilmu Politik, Program Studi Ilmu Komunikasi Universitas Nasional

djudjurluciana01@gmail.com

Abstract

Print media has advantages that do not exist in online media in the form of ease of reading anywhere without having to access the internet. The depth of print media in writing news in more detail, not with online media which prioritizes the speed of news presentation. The presence of technology for generation X is actually an extraordinary thing, but it also demands to have to master technology that is experiencing accelerated technological progress. The most significant characteristic difference in generation X with other generations is the mastery of information and technology. The purpose of this study was to identify and analyze the transformation of journalism: print media into the digitalization era for generation X. The research method used was descriptive qualitative, all facts and social phenomena, and field observations were carried out and then analyzed based on what was observed. Data analysis in qualitative research is carried out simultaneously with the data collection process. Qualitative data analysis begins with analysis as data that researchers have collected in the field. The data is good through literature study. The results of the study describe the transformation of journalism: print media towards the era of digitization in generation X provides faster things, but for the generation they still have doubts about their abilities. It requires a deeper form of trust in print media, so that with the advent of digital media, it is hoped that the content of news and information will be the same. That what is written in print media can be read in the world of digital media with just the touch of a finger.

Keywords: Transformation, Journalism, Print Media, Digitalization Era, Generation X

INTRODUCTION

Digital media today has become an unavoidable necessity. Its presence is not something new, since entering the 20th century digital media has slowly shifted the world of print media. This is without realizing the need for digital media especially in getting news and information quickly. Developing a medium that quickly goes through a change, so humans are required to keep up with the times. Based on data from the Press Council, Indonesia has 1,755 news sites in 2017.

Dependence on using communication technology has become an important part of the sustainability of human civilization in the future. Individual changes get information through mass media such as newspapers, magazines, books, television, and radio. The era of conventional media has an important influence in providing information. The existence of technology makes the journalism system shift, starting with news appearing on online platforms that have an impact on news media organizations, which affect traffic, audience income, and media practices that are very epistemic as they adapt to produce content for digital platforms such as Facebook and Twitter (Ekstrom and Westlund, 2019) in (Eldridge, Hess, Tandoc, & Westlund, 2019:397).

Based on data from the Nielsen Consumer & Media View Survey until the third quarter of 2017, it was stated that the reading habit of Indonesians has experienced a shift. In 2017, the rate of personal newspaper purchases was only 20%, a decrease compared to 2013 which reached 28% (Https://katadata.co.id). This means that conventional media is experiencing a decline, and the internet gives rise to new media that are marked by digitization as content.

It is very clear that a phenomenon in the development of conventional media feels the impact of the intensity of the internet used by the community, where digital media or news portals can be easily accessed by the public. According to Siregar in (Asep Syamsul, 2018; 34-35), if it is physically interpreted, the definition of online media is a media based on telecommunications and multimedia (computers and internet), in which there are portals, websites, online radio, online tv, press. online, online mail, and more. In addition, online media is also referred to as cybermedia (cyber media), internet media (internet media) and new media (new media), which can be interpreted as media that are presented online on internet websites.

Syarifuddin Yunus (2010; 30) also said the same thing that online media, namely internet media such as websites, blogs, and others that are published or broadcast in cyberspace, can be read and viewed on the internet. Online media is a new player in the press scene in Indonesia and has grown since 1994.

Lecturer of the Faculty of Social and Political Sciences (FISPOL) UGM, Kuskridho Ambardi, Ph.D, in his presentation entitled Digital Journalism: The Contemporary Experience and Views of Indonesian Journalists, explained that there are five trends that characterize online media in Indonesia. First, the emphasis on the aspect of speed; Second, truth in the making; Third, the tendency of sensationalism is a menu of the day; Fourth, it is still Jakarta centric; and Fifth, online media in Indonesia often practice how public relations works and twist an issue. The five trends become the main points that can be used as a point of criticism in consuming online news. Related to the third trend, there is a tendency for online media to prioritize sensationality over the accuracy of information. "It could be that the media content is not of high quality because the readers are also not qualified," said Ambardi. This is a challenge for the audience in consuming information.

While Laseau (1980: 120) in Najoan and Johansen (2011) says that transformation is a process of gradual change so that it reaches the ultimate stage, changes are carried out by responding to the influence of external and internal elements that will direct changes from form to shape. previously known through the process of repeatedly multiplying or multiplying.

How clear it is that major changes have occurred in the world of the mass media industry, where digital media which is currently developing with sophisticated technology can make

conventional media rethink making changes and gradually move on quickly. Of course, all the information should be at hand. The emergence of digital media as new media plays a very big role in the world of the mass media industry where people need something faster in the development of information.

According to Novi Herlina (2017) New media theory is a theory developed by Pierre Levy, who argues that new media is a theory that discusses media development. In the theory of new media, there are two views, the first is the view of social interaction, which distinguishes the media according to their proximity to face-to-face interactions. Pierre Levy views the world wide web (www) as an open, flexible and dynamic information environment that allows humans to develop new knowledge orientations. The second view is the view of social integration, which can be said as a picture of the media that is not in the form of information, interaction, or dissemination, but in the form of rituals, or how humans use the media as a way of creating society. The media in this case is not only an instrument of information or a way to achieve self-interest, but presents it into several forms of society and gives a sense of belonging. The pattern of production and distribution of information has shifted in line with the application of information and communication technology-based communication tools. The extreme news media have actually synergized by transforming their news distribution. Transformation itself is a change made based on a suggestion or input that ends in the form of a change output (Goldhaber, 1993).

As explained by Wira Respati (2014; 47), the development of information and communication technology is followed by changes in people's lifestyles, Indonesia is no exception. The data shows that the Indonesian people who have adopted information and communication technology are quite active, especially in using social media. The emergence of the Internet was followed by various social media platforms, through which communication between humans can take place in real time with a wider area coverage. In Indonesia, social media has attracted public attention.

Meanwhile, according to scientists, Laseau (1980: 120) in Najoan and Johansen (2011) says that transformation is a process of gradual change so that it reaches the ultimate stage, changes made by responding to the influence of external and internal elements that will direct a change from a previously known form through the process of repeatedly multiplying or multiplying.

According to Joko Waluyo in the Diakom Journal The Meaning of Journalism in the Digital Era: An Opportunity and Transformation (2018; 34) The phenomenon of the development of conventional media which has increasingly felt freedom since entering the Reformation era, but nowadays the impact of the intensity of the Internet in society, which presents media online or news portal that can be easily accessed by the public. The speed of news broadcast by online media has become a challenge that makes conventional mass media increasingly lagging behind, but at the same time can change itself in the concept of Internet-based media convergence.

According to Peter (2015), Generation X is the generation born in the early years of the development of technology and information such as the use of PCs (personal computers), video games, cable TV and the internet. Generation X is able to adapt and is able to accept changes well enough so that it can be said as a responsible generation, which has character. Traits/Characteristics: Resourceful, independent, needs emotional comfort, prefers something informal and has business/trade skills over baby boomers. Life between work and personal balance, developing opportunities, likes positive work relationships and likes freedom and has room to grow.

In recent years, the development of mass media in Indonesia is quite amazing. The available data, as quoted by Sendjaja (2000), shows the following conditions: that the publishing media business world, especially newspapers and magazines, has also experienced

an increase, especially in terms of quantity. In 2000, according to the MASINDO report, there were 358 publishing media. The number consists of 104 newspapers, 115 tabloids, and 139 magazines. The interesting thing in publishing this print mass media is the increasing variety of content services that are tailored to the characteristics of the needs of the audience segment of its readers. In other words, "specialization" has been taken as an effort to penetrate the increasingly tight competition situation.

However, the presence of digital media cannot be dammed so that many print media turn towards digital media, using various platforms. Even print media has been converted to digital media using e-paper which can be accessed via gadgets. So that the X generation, which is described as the responsible generation, can adapt, but sometimes doubts arise over their abilities.

RESEARCH METHODS

This research is aimed at qualitative research because in this study it discusses the transformation of print media journalism into the digitalization era for generation X. All facts or social phenomena, as well as field observations made then analyze them based on what is observed. Qualitative research aims to explain the phenomenon in depth. The emphasis here is on the problem of depth (quality) of data, not the amount (quantity) of data (Kriyantono, 2012). So the approach is descriptive, where this research certainly aims to describe the state of the object or problem from generation X facing the digital era. In addition, the purpose of descriptive research is to describe the facts and realities in the field regarding the transformation of print media journalism into the digitalization era. And this research is supported by literature studies in previous research.

Data collection techniques were carried out by using documentation techniques and studying secondary data related to research. It was obtained from library research (library study). The library technique is carried out by collecting data from references, namely literature, dictionaries, magazines, newspapers and other sources that support and are relevant for use in this study which are compared and selected. "This kind of technique is intended to obtain concepts or theories and materials that can be justified." (Jusuf Soewadji, 2003:25).

RESULT AND DISCUSSION

The rapid development of technology makes people quickly switch to a world that is only in the palm of their hands and of course it makes media managers have to think fast to survive, especially in print media. It is very clear that new media, namely online media, has now shifted the existence of conventional media. Disruption of digital media is inevitable because of that, if many media are transformed to digital platforms to be understood. Not only that, the printed version also has an official website address, this makes it easier for readers to enjoy news written in newspapers without having to buy.

It is clearly seen from a phenomenon that the development of conventional media has changed so much and feels the impact of the intensity of the internet used by the community in generation X, where digital media or news portals can be easily accessed by the public. A very drastic comparison of the speed at which news is broadcast online media has become a challenge for conventional media that is lagging behind, but at the same time is challenged to change the concept towards Internet-based media. The great digital media journey has succeeded in transforming itself into a media corporation that includes print media, radio media, television, news portals and so on based on the Internet in the concept of media convergence. Journalism broadly means gathering news, finding facts, and reporting events. The definition of journalism in the concept of media, comes from the word journal, which means a daily record of daily events, or it can also mean a newspaper. Journalism activities are always synonymous with mass media such as print media or online media. The purpose of journalism is to provide

information to the public regarding the latest news and what is currently being discussed. By joining online journalism into the media industry, it is important because they have to keep up with the times so they are not left behind by the community and remain active in providing information to the public.

On the other hand, online journalism has become a separate trend for news connoisseurs or those who are just looking for news. Because, there are many online journalism media platforms that provide access to writers. (Airing on Kompasiana.com with the title "The Importance of Technological Development in the World of Journalism").

Transformation brings a lot of changes in a short time. If you look at technological developments throughout the last decade, and witness the magnitude of the impact of technological advances on changes in the way people move in various sectors of life, which can be called digital transformation. The effects of this digital transformation have also penetrated various sectors in business such as changing the way they work, communicate, and also change consumer behavior patterns (Aral et al. 2013; McDonald and Russel-Jones 2012).

Digital technology facilitates the desire of various individuals to be able to connect the physical world with the digital world (Henfridsson et al. 2014). In the end, various business sectors experienced drastic changes in the rapidly changing demand from consumers. These developments demand more research and research on the effects of digital transformation on businesses and organizations (Yoo et al. 2010). Currently, consumers have many containers that can accommodate various opinions and expert opinions when discussing a product. Consumers see the many benefits that can be obtained if the culture of exchanging information and discussing on digital media is started to be utilized. This makes the current state of the market.

The consumers in question are Generation X, namely people born between 1965-1980. They were born where technology began to develop. Jurkiewicz (2000) explains that according to Tulgan, generation X grew up with financial/family/social security, rapid change, great diversity, no solid traditions and leads to a sense of individualism over collectivism. As a result, this generation is characterized as persistent individuals, highly independent, with clear goals, and with their own deadlines and working hours. It is said that because they learn to compete with and sort through large amounts of information very quickly, they thrive in a creative environment. The most important values for Generation X are a sense of belonging or teamwork, the ability to learn new things, autonomy and entrepreneurship, security, flexibility, feedback, and short-term rewards. To inspire Generation X motivation, superiors need to value innovation, support personal growth, create opportunities to satisfy teamwork and personal responsibility, and help subordinates achieve visibility within the organization.

Ninda in the Diakom Journal: Media and Communication Journal Explains that in the use of Internet access, seen from the characteristics of respondents, most of the X generation respondents access the internet during the day. While most of the Y generation respondents access the internet at night. most of the respondents of Generation X use the internet for entertainment. Meanwhile, Generation Y respondents mostly use the internet for social media. "The term 'digital divide' originally referred to the gap in access to computers. As the internet spread rapidly into society and became the main type of computing, the term shifted to cover the gap not only in computers but also in internet access" (Deursen & Dijk, 2010:894). From this explanation, it can be assumed that the terminology of the digital divide has moved because of the development of the internet itself. Seeing the internet which has become worldwide and is widely used in daily activities by humans, the digital divide is also defined as a gap (difference) in internet use skills. Without realizing it, the people of generation X are given the convenience provided by the world of this digital era, as evidenced by the many online news that provide information so that generation X no longer has to carry print media in their hands but gadgets alone can know the contents of the world.

Of course, although the development of print media will gradually be shifted to digital media, in reality the print version of the media will not die, because there are still people who need the print version. Print version media or digital media known as mass media is a necessity for people who want to know the window of the world. As explained by McQuail (2000; 66) there are 6 (six) perspectives in seeing the role of mass media in social life, especially in modern society, among others: 1) Seeing mass media as a window on events and experiences. The media is seen as a window that allows the audience to see what is happening out there, or the media is a means of information to find out various events; 2) Media is often regarded as a mirror of events in society and the world, implying a faithful reflection. The mirror of various events that exist in society and the world, which reflect what they are, therefore media managers often feel innocent if the media is full of violence, conflict, pornography and various other vices; 3) Viewing the mass media as a filter, or a gatekeeper who selects various things to pay attention to or not.

Television always chooses issues, information or other forms of content based on the standards of its managers; 4) The mass media are often seen as guides, guides or interpreters, who translate and show directions for various uncertainties, or various alternatives; 5) Seeing the mass media as a forum for presenting various information and ideas to the public, 22 so as to allow responses and feedback to occur; 6) Mass media as an interlocutor, which is not only a place for information to pass, but also a communication partner that allows interactive communication to occur. Sharp attention is needed in conveying messages to the community, being able to see people's attitudes as well as changing behavior, attitudes and influencing perceptions. Although print media has advantages that do not exist in digital media, namely the ease of reading anywhere without having to access the internet.

Print media is of course deeper in digging up news and detailed explanations, unlike digital media which prioritizes the speed of news presentation. Digital media, of course, is a development of social media which is often referred to in society. According to Siregar in (Asep Syamsul, 2018; 34-35), if it is interpreted physically, the meaning of online media is a media based on telecommunications and multimedia (computers and the internet), in which there are portals, websites, online radio, online tv, press. online, online mail, and more. In addition, online media is also referred to as cybermedia (cyber media), internet media (internet media) and new media (new media), which can be interpreted as media that are presented online on internet websites. Syarifuddin Yunus (2010; 30) also said the same thing that online media, namely internet media such as websites, blogs, and others that are published or broadcast in cyberspace, can be read and viewed on the internet. Online media is a new player in the press scene in Indonesia and has grown since 1994.

CONCLUSIONS

The transformation of journalism in generation X has had a big impact, especially when it is declared capable of adapting, because Generation X was born in the early years of the development of technology and information, such as the use of personal computers (PCs), video games, cable TV, and the Internet. They can quickly adapt, even to the all-wireless era. However, generation X is also a responsible generation because there will be doubts about its abilities in the world of digital media. Currently, all those born during Generation X are still trying to understand the development of the digital world.

Of course, Generation X is a generation that can take advantage of luck, where Generation X can undergo and enjoy changes at a not too old age, so that their experience is able to respond to fast-paced technological developments and have the ability to adapt. Generation X will continue to be willing to learn and will not be left behind, not technologically stuttering because they are directly involved in times of change. Data shows from the Deloitte Consumer Insight research report in 2021, generation X in Indonesia are active social media

users, even 30 percent of them have made purchases through social media.

This certainly requires learning that is easier to understand in playing digital media with the touch of a finger. It is a long process for Generation X to understand more deeply, but as seen, Generation X still feels capable of playing its role in the digital world. The impact of digital media that is in hand must continue to be studied because the digital world will continue to develop along with technological advances.

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