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## **RESILIENCE OF TRIBUN BONE NEWSPAPER IN THE ERA OF DIGITAL MEDIA TECHNOLOGY DEVELOPMENT**

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### **Abstract**

In an era characterized by the rapid development of digital media technology, the traditional newspaper industry faces significant challenges. This study focuses on "Tribun Bone", a local newspaper in Indonesia, to analyze how it survives and adapts amidst the shift to digital media. Through a qualitative approach involving in-depth interviews, content analysis, and case studies, this study uncovers the strategies adopted by Tribun Bone to maintain its relevance. Results show that Tribun Bone has not only survived by integrating digital technology into its operations, but also by maintaining its strong local journalism values and focus on content relevant to local readers. This study provides insight into the dynamics of the newspaper industry in the digital era and highlights the importance of adaptation and innovation in maintaining the survival of print media.

**Keywords:** Tribun Bone, Digital Age, Media Adaptation, Local Journalism.

### **INTRODUCTION**

Print media is diverse: newspapers, magazines, tabloids and so on but newspapers are more popular than others. Based on circulation, segmentation and market share, newspapers are divided into five groups, namely: community newspapers, local newspapers, national newspapers, regional newspapers and international newspapers. In Indonesia, there are two types of newspapers that

dominate the print media business. First, national newspapers. This type of newspaper has a wider reach. National newspapers can cover the entire territory of the Republic of Indonesia and are usually based in the country's capital, for example: Kompas, Tempo, Seputar Indonesia, Media Indonesia and others. Second, local newspapers. Local newspapers are characterized by being in the region (Province / Regency / City) and have a narrower covered area. The content of this type of newspaper is dominated by local news. Example: Kedaulatan Rakyat and Bernas in the Special Region of Yogyakarta, Solo Pos in Solo, Fajar, Ujung Pandang Ekspres and Tribun Timur in South Sulawesi.

Generally, both local and national, newspapers are published daily on a periodic, regular, and continuous basis (Awaluddin A et al., 2019). Therefore, newspapers can be found at any time. As part of journalistic products, newspapers contain four elements, namely news (news), comments (views), advertisements (advertisement) and publicity (publicity). The four elements are combined into one and become a force in maintaining the sustainability of a newspaper's publication.

Economically, newspapers have very promising business prospects. Information or news as the main commodity in the newspaper industry has become a basic need of modern humans. The news production process is relatively easy. So, it is not surprising that many new newspapers have sprung up. In fact, newspapers have become one of the largest industries in the world. It can absorb thousands of workers (Rijal et al., 2019; Sadapotto et al., 2021). The presence of local newspapers certainly provides another alternative that is more segmented and closer to the needs of the community. But are these local newspapers able to attract the attention and even interest of the public to consume them?

Tribun Bone newspaper is a local newspaper that must fight to "win the hearts" of local people, considering that around it there are dozens of outside newspapers that color the news and are consumed by the people of Bone Regency, Tribun Bone as a local newspaper must compete with national newspapers that have broad penetration and brands that are already embedded in people's minds, this local newspaper must compete with the rise of online media (internet) which is very easy to access. In its work, Tribun Bone newspaper as a local newspaper was able to exist during newspapers from outside Bone, Tribun Bone newspaper was able to win the competition by having the largest number of readers in Bone Regency.

Tribun Bone newspaper was first published on March 14, 2011, published every day. This newspaper is printed in Makassar City as many as 5,250 copies every day and is the largest local newspaper in Bone Regency. The slogan of Tribun Bone Daily is "Big because it's Spread". As much as 90 percent of the daily content is local news in Bone Regency while 10 percent is news from Sinjai, Soppeng and Wajo Regencies. Tribun Bone newspaper can survive because it always provides accurate information or news according to the facts so that people are very enthusiastic about waiting every day for the news presented in the news column in the Tribun Bone newspaper.

Today the presence of newspapers through online media is very vigorous, this has the advantage of the speed of access to news that in a few seconds reaches the hands of people who use online media by phone, whats up etc., while newspapers that do not use online media require distribution channels involving agents and newspaper carriers who tend to experience delays due to weather factors (Sahabuddin et al., 2019; Tamsah et al., 2020; Umar, Farida, et al., 2019), long travel

terrain, traffic jams etc. so that over time there are many requests to use online media, so that over time there are many requests to use online media distribution, even though the physical *Tribun Bone* newspaper is still needed by the community and based on preliminary data that researchers can be able to exist and have readers reaching thousands of people in Bone Regency, even though the *Tribun Bone* newspaper also uses online media in newspaper distribution, people still want a physical newspaper because it is more comfortable to read it. This is proven by the fact that people in various sub-districts in Bone Regency still faithfully wait for the *Tribun Bone* newspaper even though there are delays.

Specifically, the mass media type of daily newspaper published by local publishing companies in Bone Regency, namely *Tribun Bone* as a local newspaper with a distribution location for people living in Bone as well as Bone people who live outside the district which is spread in the South Sulawesi region namely Sinjai, Soppeng and Wajo which are sent specifically by land transportation, In its development, *Tribun Bone* as a local newspaper can be accessed through online subscriptions, of course the existence of the 13-year-old *Tribun Bone* newspaper is not the first time, before *Tribun Bone* was present there were other newspapers circulating such as *Fajar Daily*, *Makassar City News*, and *Ujung Pandang Ekspres*. There are also the *East Tribune*, *Sindo Makassar*, *Cakrawala*, *Tempo Makassar*, *Rakyat Sulsel*, and the latest is *Super Ball*, a special football newspaper, etc. If calculated, there are around 50 names of newspapers circulating in Bone Regency that can be accessed by the public either physically or through digital online media.

Based on preliminary data obtained by researchers in 2023, the number of newspapers circulating specifically in the Bone Regent's office consists of *Fajar* 10 copies, *East Tribune* 10 copies, *Seputar Indonesia* 15 copies, *Berita Kota* 6 copies, *Ujung Pandang Ekspres* 15 copies, *Kompos* 8 copies, *Rakyat Sulsel* 10 copies, *Tribun Bone* 20 copies, *Radar Bone* 10 copies, *Disway* 6 copies, while other newspapers are only 5 copies.

For 2023 it has been agreed that at the Bone Regency DPRD office the number of newspapers ordered for *Tribun Bone* will reach 50 copies, followed by *Fajar*, *Rakyat Sulsel*, and *Radar Bone* with 30 copies each, *Berita Kota* with 27 copies, and *Tribun Timur* with 15 copies.

## **METHOD**

This research uses a qualitative approach to understand how *Tribun Bone*, a local newspaper in Indonesia, survives and adapts in the era of digital media technology. The qualitative approach was chosen because it allows researchers to gain an in-depth understanding of the phenomenon under study, especially in complex social and organizational contexts such as the newspaper industry.

### **Research Design**

This research design is exploratory and descriptive. Exploratory research is used to investigate phenomena that have not been studied much before, while the descriptive approach helps in describing and interpreting the characteristics of the research subjects.

### **Research Subjects and Locations**

The subject of this research is Tribun Bone, a local newspaper in Indonesia. The location of this research is the editorial office of Tribun Bone and its operational environment.

### **Data Collection**

1. In-depth Interviews

Conducted in-depth interviews with editors, journalists, and other staff at Tribun Bone to understand their perspectives on industry changes and adaptations.

2. Participatory Observation

Observing the editorial office to understand the daily work process and how the integration of digital technology occurs.

3. Document Analysis

Examining newspaper archives, internal reports, and online materials to see changes in content and marketing strategies.

4. Case Studies

Analyzing specific cases that demonstrate Tribun Bone's adaptation to digital technology.

### **Data Analysis**

The data collected will be analyzed using thematic analysis. This involves systematically coding the data to identify, analyze and report patterns (themes) in the data. This analysis will focus on:

1. Adaptation strategies adopted by Tribun Bone.
2. The influence of digital technology on newspaper operations and content.
3. Internal and external stakeholders' perceptions of the changes made.

### **Validity and Reliability**

To ensure validity and reliability, this research will use triangulation of data sources, methods, and theories. In addition, findings will be verified with participants (member check) to ensure accuracy of interpretation.

### **Research Ethics**

All participants will be fully informed about the purpose of the study, and their participation is voluntary with the assurance of confidentiality and anonymity.

## **RESULT**

Tribun Bone newspaper as one of the newspapers circulating in Bone Regency, has its own methods or ways carried out by its managers to survive and be able to become a leading newspaper, this can be seen clearly that about thirteen years since the establishment of this newspaper was able and still exists today, the presence of this newspaper brings great color and influence to community development. The results of interviews with informants said as follows:

*Newspapers have long been recognized by the community both in big cities and in remote areas, in general, the benefits are very large because the news varies from*

*entertainment, business, education, etc., so that people who read get information as initial data in carrying out an activity, (interview, June 2023).*

According to one of the community leaders:

*Tribun Bone newspaper is a newspaper that contains news about events in Bone Regency, of course people really want to know about the conditions and events in their area, yes indeed online news based on digital media exists. But it is not detailed or complete so that news information in online media is considered to have many shortcomings, which is why until now the Tribun Bone newspaper is still needed by the community. (June, 2023).*

In responding to the advancement of development, the Tribun Bone newspaper has a variety of topics ranging from educational topics, actual information, advertisements, entertainment, etc., this is intended to accommodate the variety of people's needs for information, according to researchers, the ability to survive the Tribun Bone newspaper numerically does not have physical competitors. This is evident from the number of newspapers printed per day reaching 5,250 distributed copies, but when compared to the population of Bone Regency which reaches approximately 900 thousand people, this indicates that there are still many residents of Bone Regency who have not subscribed to the Tribun Bone newspaper, so in the future there needs to be steps to win the hearts of the community to subscribe.

Based on observations made by researchers, the Tribun Bone newspaper company in building competitive strength is more of a personal approach to personal and through advertising promotions, where the leadership actively lobbies a number of people who are policy makers in Bone Regency, According to one of the educators in Bone Regency, changing the community's mindset can be done through approaches and understanding to the community, for this reason it is necessary to involve all resources, community leaders, academic figures such as teachers, lecturers, students to change people's perspectives.

Every media company establishment is always based on the goal of ensuring survival through maximum growth and profitability so that the company's goals can be achieved. Similarly, talk of the newspaper industry as a business institution always leads to two conditions, "healthy" and "unhealthy". In the context of the newspaper business, the traditional measure is seen in terms of circulation, circulation area, and readership.

From what is described above, it is clearly illustrated that between online media and non-online media have advantages and disadvantages, so that the management of Tribun Bone adopts both, where in presenting news can also be accessed online, in general, not all people have the ability to be able to access information online, this is due to an uneven understanding of technology in addition to the inherent habit patterns that like to read physically and are not familiar with reading online.

From what is described above, the point of emphasis is that information is very valuable, so it needs to be known by the wider community, to get information does require sacrifice in the form of time, energy, and material. Even though it uses inexpensive costs, there are still many people

who do not want to spend funds to buy newspapers, so people need to be motivated that needs are not only eating, sleeping and housing but the brain also needs to get information nutrition, this is obtained one of them through newspaper media and online news.

Based on the results of observations made by researchers that the Tribun Bone newspaper company in building competitive strength is more of a personal approach to personal and through advertising promotions, where the leadership is actively lobbying a number of people who are policy makers in Bone Regency, this for the long term will be a problem if at any time the person does not have the power to influence people.

## **DISCUSSION**

In its work, Tribun Bone newspaper as one of the newspapers that presents a number of local news related to various issues and conditions and circulating in Bone Regency, has its own methods or ways carried out by its management to survive and be able to become a leading newspaper, conditions can be seen very clearly, and within thirteen years since the establishment of this newspaper is able and still exists today, the presence of this newspaper brings its own color to the community and a great influence on community development, especially in the aspect of increasing insight into mindset, motivation and creativity, over time it also has an impact on various social, cultural, economic aspects and understanding of the meaning, norms and customs that continue to get information nutrition from every news every day, the progress of development in Bone Regency is not only its reliable and professional leaders, This is also inseparable from the role of the media, one of which is the Tribun Bone newspaper, whose news contains a lot of local news as well as the condition of Bone Regency, this is also not dominated by one aspect of the news but also includes education, social, cultural and others, so it can be said that what the community needs has been illustrated in the newspaper, although there are shortcomings, but it does not make people leave the newspaper.

According to the results of the researchers' observations that today's society has realized that information is useful and useful as part of an inseparable activity, people need information because with this information it will facilitate various matters related to the business they do and their daily activities, there is an understanding that those who control information will control the world, the general public of Bone Regency even though they know and access online media information they also access physical information (non-online newspapers).

The existence of newspapers as a medium of information and access to advertising is needed by the community, where information is very important in various fields of life, as well as in the decision-making process at the government level, organizations, groups really need correct, accurate information, of course one of which is news through newspapers either physically or using online media as a source of information expected in decision making.

Tribun Bone newspaper as a local newspaper, is an active contribution in every topic of news presentation, which is needed by all levels of society both those who live in Bone Regency and those who are overseas. The Tribun Bone Daily newspaper was founded by H. Andi Asdar on March 14, 2011, and at that time it was tested for three publications in March 2011 and on April 1 it was published regularly every day, except Sunday or red dates. At that time the Tribun Bone newspaper printed 1,000 copies, along with the many enthusiasts of the Tribun Bone newspaper,



the number printed now reaches 5,250 copies and is now spread in the capital of Bone Regency 3,500 copies, while the rest are spread across 27 sub-districts and this tribune is the only newspaper that has many subscribers. In addition, there are also in other districts namely Soppeng, Wajo and Sinjai. So the circulation area of the Bone Tribune newspaper includes Bone itself, Soppeng, Wajo and Sinjai.

In principle, related to information sources, the people of Bone Regency, both in the city and in remote areas, have used cellphones which have a number of features related to the ability to access various information, both outside events and in Bone Regency itself, from one side it has the advantage of the speed of information that in a few seconds will reach the community, but from one side the information that arrives is still raw data that has not been corrected whether the information is correct or not. this condition can make people easily provoked by issues that lead to one's perspective (Ahdan et al., 2019; Sahid et al., 2020). This condition can make people easily provoked by issues that lead to one's perspective, while the news of newspapers is not based on digital media is not as fast as digital media, because it must go through signs before the news is presented, and every news is presented through strict selection and examination, of course the impact caused will be considered by the newspaper leader as the person in charge of every news and advertisement presented, the conditions also experienced by the Head of the Bone Tribune newspaper said, the news presented must be well selected, soothing and balanced news.

In responding to the advancement of development, the Bone Tribune newspaper has a variety of topics ranging from educational topics, actual information, advertisements, entertainment, etc., this is intended to accommodate the variety of people's needs for information, according to researchers, the ability to survive the Bone Tribune newspaper numerically does not have physical competitors, this is evident from the number of newspapers printed per day reaching 5. 250 copies are distributed, but when compared to the population of Bone Regency which reaches approximately 900 thousand people, this indicates that there are still many residents of Bone Regency who have not subscribed to the Tribun Bone newspaper, so that in the future there needs to be steps to win the hearts of the community to subscribe.

The management of Tribun Bone has taken anticipatory steps to maximize sales, but until now it has not been optimal in achieving the targeted results, because indeed in these three years it has stayed at 5,250 copies, for this reason anticipatory steps are needed to increase sales, according to one of the friends of the Tribun Bone Chairperson saw: That it is necessary to set targets for the number of subscribers each year, the existence of planning and planning for customer targets will motivate to make steps to achieve better every year.

The ability to build good relations with the general public is something that is possible for the Tribun Bone newspaper publishing company to do, given that the Tribun Bone publishing company has the resources and networks that allow it to build good relations with the community in every sub-district and rural area, so that if this is done, it is likely that the community will accept the Tribun Bone newspaper as a newspaper that every community must have.

Every media company establishment is always based on the goal of ensuring survival through growth and maximum profitability so that company goals can be achieved (Farida & Bin-Tahir, 2019; Ms et al., 2021; Mustafa et al., 2020; Prakoso et al., 2021; Sahid et al., 2019; Umar, Madani,

et al., 2019; Yusriadi et al., 2020). Similarly, talk of the newspaper industry as a business institution always leads to two conditions, "healthy" and "unhealthy". In the context of the newspaper business, the traditional measure is seen from the number of circulations, circulation area, and number of readers. But in its development, there is now a shift in indicators, namely the health of newspapers is more convincing if measured by advertising revenue. This advertising revenue can show how strong the grip of media influence and trust in the eyes of stakeholders, especially for advertisers and readers (Gani et al., 2019; Sukimi et al., 2019; Usman et al., 2020).

On the other hand, in looking at the relationship between economic development and the development of the mass media industry in a country, one important principle is the reciprocal relationship between economic development and the development of media, especially for media with a market economy orientation (Darno et al., 2021; Farida et al., 2019; Jusuf et al., 2021; Yusriadi & Hamim, 2022; Zacharias et al., 2021). The greater the economic growth in a country (ignoring its political system), the greater the growth and development of the media. This is especially true for print media businesses. Conversely, media growth and development can contribute to spurring economic growth in a country.

Tribun Bone newspaper has a difference with other newspapers, so that Tribun Bone can be accepted by the people of Bone and its surroundings. Tribun Bone newspaper is more about local content, so the people of Bone and its surroundings feel close to Tribun Bone because the news presented comes from its circulation area.

The response of the people of Bone and its surroundings is quite good. The community also feels happy because the Tribun Bone newspaper provides an opinion column for the community to express themselves in the column. on newspapers that believe that the presence of newspapers in a city can develop much better due to supervision.

The consumption activities of the local newspaper industry, especially Tribun Bone, include meeting the needs of media goods and media services for two target markets: readers and advertisers. The business model of the Tribun Bone Daily newspaper is the sale of two main products: news content read by its readers, and access to those readers, which is sold to advertisers. The existence of these two types of consumers determines the survival of media institutions. Therefore, to maximize profits, media managers are always oriented towards the interests of readers and advertisers. That is why, the tastes of most consumers will be the main benchmark of the media production process. This kind of criterion then causes the media to often be accused of abandoning the principles of quality (La Kamalussin et al., 2021; Misnawati et al., 2023; Nongkeng et al., 2021; Rasyid et al., 2021; Tamsah et al., 2022).

Meanwhile, at Tribun Bone newspaper, supply includes the quantity of goods (goods) that meet consumer demand within a certain time span by offering attractive prices and product characteristics. Media companies are required to be able to respond to consumer interests so that their media products can be accepted. This prerequisite encourages companies to always try to understand the needs and desires of consumers, including designing newspaper product specifications that are different from their competitors.

The distribution costs of Tribun Bone newspapers to reach their readers account for about 10 percent of the expenses of most newspaper companies. A commonly used delivery system is to



have a subcontract agreement with a distributor who bears most of the distribution costs. These delivery costs increase with distance, which requires higher transportation costs as well as higher vehicle and staff operating costs.

About 15 percent of all newspapers use contract distributors, agents who are paid a certain rate to deliver newspapers, and about 10 percent use employees who are paid by the hour. The *Tribun Bone* newspaper's ability to survive is supported by advertising, newspaper subscribers and the *Tribun Bone* organization's ability to build partnerships with government agencies and private institutions in Bone Regency.

In general, local people and officials advertise in the *Tribun Bone* newspaper because of cheap considerations, large readership and professionalism, while those who routinely advertise are from the Chinese community, while the second largest income is from the income of people who subscribe to the *Tribun Bone* newspaper where until now the number of subscribers has reached 5,250, customers spread across Bone Regency and Bone people who live outside Bone Regency, even though the income from the subscription fee of IDR 100,000 per month, even if all subscribers pay, will still not cover all operational costs, this condition is almost in all newspapers in various regions in Indonesia. For this reason, the management of *Tribun Bone* provides advertising columns, the cost of which varies, depending on the size of the advertising column ordered and the duration of the number of days desired by the ad booker.

## CONCLUSION

The ability of the *Tribun Bone* newspaper to survive cannot be separated from the role of the company as a publisher, which is able to convince the public both at the Bone Regency Government level, sub-districts and remote villages that the *Tribun Bone* newspaper is a local newspaper that is needed by the community, where the news presented is not dominated by one type of news but also includes other news such as education. social, cultural, opinion columns, advertising and others, In addition, the company is able to build closeness with all stakeholders, government figures, educational figures, political figures and the community to remote rural areas by building a soothing and balanced news pattern, so that this newspaper has a place in the hearts of all people of Bone Regency and people outside Bone Regency.

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