

Pchoice Of Digital Mass Media Daily Newspaper Luwuk Post As A Source Of Public Information

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ABSTRACT: The rapid development of technology is directly proportional to the development of mass media. The presence of the internet in people's daily lives has had a major impact on the sustainability of mass media. One of them is the daily print media LuwukPost, which inevitably has to improve itself to welcome the new era, namely digital mass media. The emergence of this new media changes the way people get information through the media. To be able to continue to compete as a source of information that is of interest to the public, Luwukpost mass media must innovate by means of digitalization. In writing this scientific work, it was only limited to conducting a literature study using the digital mass media, the daily newspaper Luwukpost, as a source of public information. The choice of digital media allows professionals in the mass media field to convey news and present information and entertainment using a variety of information. Based on the results of the research conducted.

Keywords: Mass Media, Digital, Information, Society



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INTRODUCTION

The development of communication technology continues to change human habits. In the contemporary digital era, electronic devices are developing rapidly. People can now move, interact, and communicate more easily due to technological innovation. Auditory, visual, audio-visual, and digital media are just a few of the many accessible formats for receiving and disseminating information messages.

In accordance with Herbert Blumer and Elihu Katz's user theory, media consumers have a say in what media best suits their desires and interests. In this situation, the audience is free to choose the media. (Katz, 1974). The definition of media always reflects the shifting dynamics of human civilization, which has now entered the information society era. (Aoyama, Y., and Castells, 2002). The media is a force that can inspire people to take action. Due to the influence of media consumption, media users create their own world. (Triyaningsih, 2020).

Media and content are freely selected by users to meet their needs. The target users of a program can be used by media producers without their knowledge, and multiple audiences can use the same program to meet different demands. Society has experienced changes as a result of the rapid development of information and technology. Information technology, like media, has exposed individuals to new cultural patterns and begun to interpret culture and thought patterns from society's actions. Without realizing it, mass media has regulated people's life schedules and

triggered a number of desires. The role of the media in disseminating information often leads to transformation and greatly influences how people choose their lifestyle.

There are positive and negative effects associated with the various pieces of information provided. The media influences society's perception of how people should view each other and interact with the outside world in subtle but powerful ways. Advances in communication technology have an impact on the politics, socioculture, and economy of society. (Widodo, 2014). At that time, the mass media provided minimal input and was used to spread one party's message to the masses. (Straubhaar et al., 2015). The Internet, a global network connecting computers, telecommunications networks, and media, supports it all. This process is known as media convergence. (Straubhaar et al., 2015). The mass media sector will shift from analog to digital in the era of the information society. Because modern technology offers productivity, efficiency, speed, and cross-border functionality, The way society uses technology continually reflects many stages of human growth, including the most distinctive, dynamic, and hopeful when it comes to obtaining information through digital media. The daily newspaper Luwuk Post, for example, has its own geographical map for the Banggai Regency area.

The Luwuk Post daily newspaper has a communication system that is increasingly important in people's lives. Communication carried out by society includes intrapersonal, group, intercultural, and mass communication. The mass media of the daily newspaper Luwuk Post functions effectively as a conveyor of information and is one of the driving forces behind change in society today. Mass media is considered to have great power in disseminating messages, conducting outreach, and forming perceptions of the information conveyed to the public.

The function of the Luwuk Post daily mass media as a source of information includes more than just providing various information to the general public. It also has great potential for disseminating information. The form of information conveyed is usually in the form of news coverage, which contains information about the failure of government programs and also plays a role in shaping public opinion through various social and political criticism directed at the public. Apart from that, mass media has a role in conveying public policies made by the government to its people. (Setiadi & Kolip, 2013).

The fact that mass media can serve a variety of purposes naturally requires society to explain to the public how to use them properly. Therefore, all individuals who are active in all aspects of social life must be supported by mass media content. Mass communication is essentially a large-scale social revolution, involving issues with education and knowledge, shifts in attitudes and values, as well as issues with human connections, customs, and other social behavior-related issues (Kuswandi, 2008).

Currently, we live in the midst of rapid developments in communication technology. The Internet is rapidly emerging as the most significant aspect of people's lives. On the other hand, recent technological advances, such as digital media, provide significant changes in other scientific disciplines (Popović-Pantić et al., 2020). The merging of once separate services, such as the internet, television, cable, and telephone, is referred to as "convergent media." (Severin, 2011).

Whatever the form, mass communication will continue to play an important role in human life. Mass communication through newspapers can be the eyes and ears of society, giving people the means to make decisions and form opinions that can be used to understand them. It is also one

of the main sources for developing values in society. Where The function of mass media as part of mass communication is information, education, and persuasion. (Effendy, 2009).

The public will get the information they need by using daily digital mass media produced by the Luwuk Post. Both as a teaching tool and as a way to gain needed knowledge, information sources are used in an acceptable manner. Even faster than a journalist, the general public or audience can spread newsworthy information. As communication technology and the way of life of the people who use it develop, news media professionals must continue to exist as presenters of correct information.

The aim of this research, which led the author to choose the title "Selection of digital mass media for the Luwuk Post daily newspaper as a source of public information," is to examine the various information needs of society.

The term "information society" refers to a society that can take advantage of new digital communications and information technologies. From the issues mentioned above, it can be concluded that the problem faced by the community is how to choose digital media as a news source for the sub-district through the daily newspaper Luwuk Post(Han et al., 2022; Lei, 2022).

METHOD

To understand the choice of digital mass media in welcoming the era of the information society, the research uses qualitative methods to dig deeper into the background of the daily Luwukpost as a source of public information(Moleong, 2017). This type of research uses a descriptive method with a qualitative approach. This research provides a precise description and explanation of the conditions or symptoms encountered.

According to (Sugiyono, 2020) The researcher serves as the primary instrument in the qualitative research method, which employs triangulation (combination) in data collection techniques, inductive data analysis, and an emphasis on meaning rather than generalization in research findings. The method is used to investigate the state of natural objects(Hendricks et al., 2023).

According to(Bogdan & Biklen, 2007)in(Sugiyono, 2020) The descriptive qualitative research method collects data in the form of words or pictures, so it does not emphasize numbers. The data collected after analysis is then described so that it is easy for other people to understand. This research is intended to provide an overview, describe, and interpret the existing related conditions in the mass media choice of the daily newspaper Luwuk Post as a source of public information.

A. Population and Sample

1. Population

A population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. (Sugiyono, 2020). The population in this study is all the people of Luwuk Village, Luwuk District, amounting to 7537 people.

2. Sample

The sample is part of the number and characteristics possessed by the population. (Sugiyono, 2020), the sample is a part or representative of the population studied (Arikunto, 2020a). Sampling in this research was carried out proportionally to the population of Village, Luwuk District. Sampling in this research was done using the Slovin formula. The definition of the Slovin formula,

according to Sugiyono (2017), is a formula used to find a sample size that is considered capable of representing the entire population. The following is the Slovin formula notation for calculating research samples.

$$n = \frac{N}{1 + Ne^2}$$

Information :

n = minimum sample

N = population sample

e = percentage of tolerance limit (margin of error)

known N = 7537

e = 0.15 = 15%

n = $N / (1 + Ne^2)$

n = $7537 / 1 + (7537 \times 0.1^2)$

n = $7537 / 1 + (7537 \times 0.0225) = 169.58$

n = $7537 : 170.58 = 44.18$

So the number of samples in this study was 44 respondents

B. Data Collection Techniques

Data collection techniques are methods that researchers can use to collect data (Arikunto, 2020a). There are several data collection techniques used in this research, namely:

1. Observation

Observations are usually carried out by reviewing, supervising, and researching an object until obtaining valid data. According to (Ismail, 2022), Observation can be interpreted as a data collection technique that is more specific than other techniques. While obeying (Creswell & Poth, 2016) Observation is the process of obtaining data firsthand, by observing people and the location where the research is carried out.

2. Documentation Method

The documentation used in this study is meant to supplement information gathered through interviews, questionnaires, and observations. When using the documentation technique, scholars look into written materials like books, periodicals, and documents. Researchers look for written data using the documentation approach so that they can use it to finish their research. This documentation method is only used to complete the observation data needed in this research, namely related to the number of respondents.

3. Questionnaire Method

The questionnaire method in this research uses a closed type of questionnaire, namely a questionnaire prepared using the answer choices provided. In this questionnaire, it is hoped that it will be easy for respondents to provide answers because the answers have been provided in the form of multi-choice questions such as 5, 4, 3, 2, and 1, so it only takes a short time to answer. This questionnaire was aimed at respondents to reveal the extent of their use of mass media selection as a source of information.

C. Analysis Method

Descriptive analysis, a method for expressing and elucidating respondents' ideas based on their responses to the researcher-submitted research instruments, is the data analysis approach used in this study. Descriptive data analysis is subsequently performed using the obtained data, i.e., by methodically and objectively summarizing the field scenario.

The data from this research will be analyzed using quantitative analysis. To analyze quantitative data, an analysis method will be used, which will be carried out based on descriptive statistics by describing or illustrating the data that has been collected in tabulated form. The results of the quantitative analysis will then be analyzed qualitatively by describing them into statement sentences based on relevant theoretical studies.

Furthermore, quantitative data, namely in the form of numbers calculated from processed questionnaires, will be processed using qualitative descriptive techniques and relative frequency distribution. According to (Anas, 2012) Relative frequency distribution is: "... The frequency presented here is not the actual frequency, but rather the frequency expressed in the form of a percentage figure."

With the following formula:

$$p = \frac{f}{N} \times 100\%$$

Information:

- f** : the frequency for which the percentage is being sought.
- N** : *Number of Cases*(number of frequencies / number of individuals).
- p** : Numberpercentage.

The variables are measured using a normal scale, as stated by (Arikunto, 2020b) specifically that occasionally a presented search is meant to determine the current state of something that is expressed as a percentage but is not always shown as such.

Processing data is the most crucial aspect of research. The research findings must be compiled once it has been conducted in order to be thoroughly reviewed and utilized to address the issues that were investigated. Data processing must be done methodically in order for researchers to use the processed data to make inferences. Data processing is meant to make the data researched meaningful.

Weighted Means Score (WMS) is the formula employed in this study. This method is used to determine the tendency of respondents' answers to each question item in relation to the benchmarks or criteria that were employed. As stated by (Sudjana, 2017) The method used to determine the tendency of respondents' responses to research variables is called the Weighted Means Score (WMS).

The following are the procedures used to process the data for this study:

1. The respondent gives a value to each alternative answer according to the question given. A Likert scale with a choice range of 1 to 5 is the questionnaire that was utilized.
2. Determine the frequency with which different respondents have responded to each question item.
3. Find the number of answer values chosen by respondents for each question by calculating the frequency of respondents who choose the alternative answer given, then multiplying it by the weight of the alternative value itself.

4. Calculate the average value for each question item in the questionnaire using the Weighted Means Score (WMS) formula as proposed by (Sudjana, 2017) are as follows:

$$WMS = \frac{\sum X_i}{N} \times 100\%$$

Information :

X = The average score sought

X_i = Total combined score (the result of multiplying the frequency with the weighted value for each alternative answer).

N = Number of respondents

1. Determining the variables to be measured based on the indicators studied, then a rating scale is used by (Riduwan, 2014), namely as follows:

Table 1 Assessment Criteria

Value Range	Criteria
86-100%	Very high
71-85%	Tall
51-70%	Enough
35-50%	Low
0-34%	Very low

Based on the results of the subsequent quantitative analysis, to deepen the accuracy of these results, interviews, observations, and documentation were carried out at the research location.

RESULTS AND DISCUSSION

The following are the results of distributing questionnaires given to the public regarding The choice of digital mass media, the Luwuk Post daily newspaper, as a source of public information is presented in the following table:

**Table 2
Results of questionnaire data processing**

Indicator	No	Score Weight										Amount		% Score
		5		4		3		2		1		F	X	
		F	X	F	X	F	X	F	X	F	X			
Luwukpost daily digital mass media choice as a source of public information	1	11	55	22	88	9	27	2	4	0	0	44	174	79.09
	2	12	60	20	80	9	27	3	6	0	0	44	173	78.63
	3	10	50	23	92	8	24	3	6	0	0	44	172	78.18
	4	11	55	21	84	8	24	4	8	0	0	44	171	77.72
	5	12	60	23	92	7	21	2	4	0	0	44	177	80.45
	6	12	60	22	88	7	21	3	6	0	0	44	175	79.54
	7	13	65	21	84	7	21	3	6	0	0	44	176	80.00
	8	13	65	20	80	8	24	3	6	0	0	44	175	79.54
	9	13	65	22	88	7	21	2	4	0	0	44	178	80.90
	10	12	60	23	92	7	21	2	4	0	0	44	177	80.45
	11	11	55	23	92	7	21	3	6	0	0	44	174	79.09

	12	11	55	24	96	7	21	2	4	0	0	44	176	80.00
	13	12	60	23	92	7	21	2	4	0	0	44	177	80.45
Amount	1034.04 : 13 =79.54%													

Information:

F = Frequency of respondents who answered according to the answer category

X = Frequency multiplied by the weight of the answer category value

Digital mass media choice of the daily newspaper Luwuk Post as a source of public information

The development of communication media is very rapid nowadays, so it requires serious attention from the public and media organizations. Communication media is a means of communication that can help disseminate information. Communication media includes mass media as an intermediary in conveying information. Public opinion is largely formed by mass media in order to influence the environment and interested parties. Considering the impact of media on society today, society is competing to access the information that is currently developing.

The change in question is a change in packaging that is more inventive and creative as an embodiment of media creativity. Changes have also occurred in the Luwukpost media, which was originally print media and has now changed to digital media. However, this change does not change the essential function of mass media itself, namely providing information, influencing, educating, and entertaining. This change has an impact on the company.

Mass media certainly experiences its ups and downs, but media managers do not remain silent when the media they manage experiences a decline in interest, due to the increasing development of communication technology and the human ability to create innovations to communicate through online media.

As per (McQuail, 2011) In his book Mass Communication Theories, he discusses the role of media in social life, especially in modern society (the era of globalization). No one expected the perspective in terms of seeing the role of mass media as a window on events and experience. Media is seen as a window that allows audiences to see what is happening out there. or media is a learning tool to find out about various events.

The many choices of digital mass media in online media have made Luwukpost mass media improve to keep up with the times. Currently, digital media options for the public are starting to open up with easy access to national media, so local media such as Luwukpost are starting to decline in number of readers. Readers in Luwukpost media only cover problems that occur in the regions, but people prefer national media.

From the results of research that has been carried out in the Luwuk sub-district, Luwuk District, namely how the mass media choices of Luwukpost readers refer to reading newspapers, especially the Luwukpost newspaper, In using news topics, the Manado Post Daily always uses actual topics; this indicates that the more often actual news topics are used, the more people will be interested and subscribe to the Luwukpost Daily to read because people will often read actual news topics. The news topics in the Luwukpost Daily can be trusted, meaning that there is trust and satisfaction among newspaper readers regarding the news topics. Therefore, the more interesting a news topic

is in a newspaper, the more readers will want to use print mass media services to obtain the information they need.

Media and technological developments make the lives of children and teenagers integrated with social and digital media on the internet. Children and teenagers who are still growing are always interested in trying new information or something and don't really know what the consequences will be. Children and teenagers are directed to use the internet as a source of useful information for learning and not just to choose information that is desired and enjoyable. (Romadhoni, 2018). Every day, children and teenagers are close to and consume media products. They learn more from the media than they do from their parents. The next reality is that people do not expect much education from the media, even though the media functions as a medium for information, education, and entertainment. Internet media is an important tool to assist learning and achieving the desired quality of life. In this case, media literacy is needed for children and adolescents to interpret information received through mass media and the internet.

This can be done by the family, school, and at the government level in collaboration with partners and related agencies. Media literacy education must be carried out not only for children and teenagers but at all levels of society (parents, teachers, NGOs, mass organizations, social organizations, and so on) so that, in a chain and continuous manner, they can develop it in themselves, their families, and their environment regarding the importance of education. Apart from that, new mass media basically produces planned products. The media does not simply become a mirror of reality; all messages, content, and media impressions are the result of construction. (Tambunan, 2018).

CONCLUSION

From the results of the discussion above, it can be concluded that with the development of mass media, it will help new media or online media through social media to become stronger in providing information to the public both online and manually. This is because online media can be accessed directly by the public and provide accurate information. However, sometimes information via online media is misused by irresponsible parties to disseminate information that cannot be accounted for (hoax). The development of online media has caused manual mass media to experience a shift and have less of a place in society. This has caused many mass media outlets to go bankrupt due to the development of online media.

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