

Journalistic Convergence in Digital Media Transformation: A Study on Sriwijaya Post and sripoku.com

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ABSTRACT: This research analyzes the transformation of journalistic work patterns in response to digital media advancements. By employing a qualitative approach, data collection was conducted through interviews and observations involving Sriwijaya Post and Sripoku.com journalists, both in the field and at the editorial level. Findings indicate that media convergence has necessitated journalists to become multi-skilled, adapting to digital tools and multimedia platforms. The study contributes to understanding how traditional media can sustain relevance in a rapidly evolving digital landscape.

Keywords: Media convergence, digital journalism, Sriwijaya Post, Sripoku.com, ICT.



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INTRODUCTION

The rapid advancement of information and communication technology (ICT) has profoundly influenced various aspects of society, including journalism (Garcia-Perdomo & Magana, 2020). The shift from print to digital media has changed the way news is produced, distributed, and consumed (Ngafifi, 2014; Veronica, 2018). Previous studies on media convergence highlight challenges faced by traditional newspapers in adopting digital formats (Deriviana & Ranna, 2019). However, little research has explored the specific strategies employed by regional newspapers to sustain their existence amidst digital transformation. This study aims to bridge that gap by examining how Sriwijaya Post and Sripoku.com have adapted to technological changes and maintained journalistic integrity.

Background of the Study Media convergence has led to fundamental changes in the journalism industry, requiring traditional news organizations to evolve or risk obsolescence. Several studies have analyzed how digital transformation has reshaped journalistic workflows, emphasizing the role of digital platforms in information dissemination (Iskandar, 2018; Meilitasari, 2009). In Indonesia, major national media outlets have successfully integrated digital strategies, yet regional newspapers face unique challenges in sustaining readership and financial viability (Nugroho, 2020). This study investigates how Sriwijaya Post and Sripoku.com, as key regional media organizations, navigate digital convergence by restructuring journalistic practices and implementing multi-platform strategies (Gordon, n.d.). The transformation of journalism in Indonesia aligns with

global trends where print media is gradually diminishing, forcing news organizations to develop digital-first strategies (Fauzi, 2020; Nuh, 2019). Media scholars argue that digital journalism necessitates journalists to possess multimedia skills, including video production, social media engagement, and real-time reporting (Kuwamoto, n.d.; Salaverria, 2019; Saltzis & Dickinson, 2008). However, the extent to which regional journalists in Indonesia have adapted to this shift remains underexplored. By focusing on Sriwijaya Post and Sripoku.com, this research sheds light on the adaptation process of local journalists in the face of digital media evolution.

Research Objectives:

1. To analyze the role of ICT in the evolution of journalistic work at Sriwijaya Post and Sripoku.com.
2. To evaluate how journalists adapt to digital platforms while maintaining reporting quality.
3. To assess the strategies employed by Sriwijaya Post and Sripoku.com to sustain their business amid media convergence challenges.

METHOD

This study employs a qualitative research approach using a descriptive method to explore the transformation of journalistic work in response to media convergence (Haris, 2010; Miles, n.d.). The qualitative method is appropriate for understanding complex social phenomena such as shifts in journalistic practices (Sugiyono, 2017). The study was conducted in Palembang, involving five journalists from Sriwijaya Post and Sripoku.com, including field reporters and editorial staff.

Research Design

The research follows an interpretive approach, focusing on understanding journalists' experiences in adapting to digital media transformation. The study examines how digitalization affects journalistic practices, workflow, and professional expectations within regional media outlets.

Population and Sampling

- The population consists of journalists and editors working at Sriwijaya Post and Sripoku.com.
- Sampling Technique: Purposive sampling (Sugiyono, 2022) was employed to ensure informants represented key journalistic roles, including reporters, editors, and digital content creators (Kumparancom, 2020).

Data Collection Methods

1. In-depth Interviews: Semi-structured interviews were conducted with journalists and editorial staff, focusing on digital adaptation, workflow changes, and challenges in media convergence.
2. Observations: The researcher observed journalists' work routines, interactions with digital platforms, and newsroom workflow.

3. Document Analysis: Secondary data, including published news articles, online reports, and company documents, were reviewed to triangulate findings.

Data Validation

- Triangulation: The study applies methodological triangulation by cross-verifying interview responses with direct observations and document analysis to enhance credibility.
- Member Checking: After data collection, preliminary findings were shared with select informants for validation and accuracy confirmation.
- Data Analysis Technique
- Thematic Analysis: Thematic analysis was employed to identify recurring patterns and themes related to digital adaptation, technological integration, and shifting journalistic roles.
- Coding Process: Data was systematically coded, categorized, and analyzed based on the framework of media convergence theory (Gordon, 2003).

Ethical Considerations

- Participants were informed about the study's purpose, and their consent was obtained before data collection.
- Confidentiality and anonymity were ensured to protect the identity of respondents.
- Ethical clearance was sought following institutional research guidelines.

Table 1: Informants

No	Name	Age	Position
1	Prawira Maulana	30	Deputy Chief Editor of Sripo and Sripoku.com
2	Sudarwan	56	Manager Sripoku.com
3	Andi Wijaya	40	Journalist (Sriwijaya Post print and Sripoku.com)
4	Rachmad Kurniawan	31	Journalist (Sriwijaya postprint and Sripoku.com)
5	Linda Tisnawati	30	Journalist (Sriwijaya Post print and Sripoku.com)

The editorial team selected as informants above represents both print and online publication Sriwijaya Post platforms (Sripoku.com).

Apart from conducting interviews, researchers also used observation methods. In this case, the researcher saw or directly observed the coverage and reporting activities of journalists and the work system in the Sriwijaya Post and Sripoku.com editorial rooms. This technique becomes relevant when research aims to understand human behavior, work processes, or natural phenomena. Observations were carried out mainly on respondents whose numbers were not too large. (Sekaran, 2006: 47-48).

RESULT AND DISCUSSION

The explosion of digital transformation as a consequence of advances in ICT has also changed information consumption patterns in society, who want fast and practical information (Rusman, 2012). This condition has changed the condition of print media, so that since 2005 Sriwijaya Post's circulation has continued to fall, and now there is only a maximum of 10,000 copies per day. With a background like the facts mentioned above, as well as responding to the challenges of the publishing business which was starting to move towards digital, in 2007 the management of this daily newspaper began building the site/website Sripoku.com .

"Since the 2000s, print readership has continued to fall. "So like it or not, the management in Jakarta has taken a policy to start building online media, in line with the times that are moving towards digital" (results of the researcher's interview with the Deputy Radaction Leader (Wapempred) of Sriwijaya Post and Sripoku.com, Prawira Maulana, Saturday, April 27 2024 at the Sriwijaya Post office and Sripoku.com).

Advances in cellphone technology are increasingly influencing people's information consumption patterns, with the presence of smartphones, which have given rise to social media (social media) such as Facebook, WhatsApp, Twitter, Instagram, YouTube, and finally Tiktok. Through this new social media, you can not only send text and photos in groups, but also videos (audio visuals). With social media, users can share their daily activities, so that information exchange is very fast and easy to access.

Prawira Maulana (Deputy Editor-in-Chief of Sriwijaya Post and Sripoku said, starting from that moment (2014) the Sripoku.com website was no longer seen as a side business line, but had become the main thing, like a newspaper. Moreover, since 2010 there has been a trend towards the decline of conservative publications/print media, characterized by an increasing decline in newspaper circulation.

Over time, Sripoku.com and other online media saw another big opportunity in terms of revenue through Google, with creative capital, being keen to see opportunities, and being patient (Habibah & Irwansyah, 2021; Nur, 2021). This way of earning money is called Google AdSense , which is an advertising service from Google, which utilizes space on websites/online media. The media will be paid based on the number of people who see the advertisement on our media. Therefore, Sripoku.com Post must publish quality content or news that attracts people's interest in visiting the website and of course reading it. The results of the researcher's interview with Sudarwan (Manager of Sripoku.com), an average of 100-150 thousand readers/visitors to Sripoku.comg per day, with an average of 250-350 thousand pages read per day. With such a large number of visitors, management also gets a large amount of revenue.

Convergence

The media transformation that has occurred in the last two decades illustrates the industrial, cultural and social technological changes that have occurred in society. In the context of mass media in Indonesia, the term convergence has emerged, which in his book *Cyber Society*:

Technology, New Media and Information Disruption (2020), Catur Nugroho says that media convergence is media integration through digitalization carried out by the media industry (Nasution, 2012). This is done to produce and publish various media content through technological tools and infrastructure.

Meanwhile, according to Dudi Iskandar in his book *Media Convergence: The Mixing of Ideology, Politics and Journalism Ethics* (2018), media convergence not only influences changes in the journalistic process, but also concerns various aspects of people's lives. These aspects of people's lives include people's media consumption patterns, public perception, information dissemination, and media literacy. A concrete example of what is mentioned is the Sriwijaya Post media company, which initially existed in the form of printed mass media (newspapers), but after convergence, the management launched the Sripoku.com news portal, which was also developed by forming the Sriwijaya Post YouTube channel, SripokuTV. , even now developing social media such as Facebook, Instagram, Twitter and TikTok.

From the results of the researcher's observations and interviews with Prawira Maulana, Deputy Editor of Sripoku.com and Sriwijaya Post in his office, the media convergence or changes that occur in the Sriwijaya Post mass media are closely related to content, technological developments, readers/reviews, viewers and industry. media in Indonesia. This convergence is due to nothing other than changes or transformations in the field of technology, thus encouraging mass media such as Sriwijaya Post to be included in the digital section (Ahmad, 2012; Asnani, 2011).

In the interests of the media industry, Sriwijaya Post and Sripoku.com are required to continue to present and convey their content not only in the form of writing, but also in the form of photos, videos, narratives and infographics. From the results of this research and observation, the author concludes that Sriwijaya Post and Sripoku.com have implemented the media convergence theory proposed by Gordon (2003). Where he identified and grouped at least five forms of dimensions of convergence or change in media organizations and discussed their impact on various parts of institutions in media companies (Annisa Derviana and Rana Akbari: 2019: *Convergence in Mass Media*). The five dimensions referred to are, convergence/change of ownership, convergence of tactics, convergence of structure, convergence of coverage, and convergence of story presentation.

Ownership Convergence

According to Gordon, ownership convergence is convergence in the form of conglomeration, where a media company becomes the center or parent of offline media and online media. From the results of the researcher's interview with the Deputy Editor of Sriwijaya Post and Sripoku.co, Prawira Maulana, that in this case PT Sriwijaya Perdana is the corporate center for Sriwijaya Post and Sripoku.com media, which synergize with each other and support cross-promotion and sharing of content or printed materials offline and online . Meanwhile, PT Sriwijaya Perdana itself is part of Tribunews, which is located in Jakarta. Meanwhile, Tribun Group is part of the Kompas Gramedia Group (KKG).

"PT Sriwijaya Perdana, which publishes the Sriwijaya Post newspaper, continues its efforts to change the identity of a printed newspaper company into a multiplatform mass media ." (interview on Saturday, April 27 2024).

Convergence of Tactics

The dimension of tactical convergence, which refers to the method of cooperation by carrying out cross-promotion and exchanging information or news obtained from collaborating media. Sriwijaya Post and Sripoku.com are part of the newsroom system owned by Tribunnews.

Newsroom is a place where news is collected, which later can be taken or published by each media that is part of it. At Tribunnews, this uses a CMS (content management system) system, an application that is a place to collect all news from journalists who are members of the Tribun media group, both writing and photos and videos, which later any member of the group who needs it can take/publish it to the media each. The results of the researcher's interview with Prawira Maulana, Deputy Chief Editor of Sriwijaya Post and Sripoku.com, said that the CMS system functions as a news factory for journalists who are members of the Tribun media group.

"This CMS system makes it easier to produce content for the media that is part of Tribunnews, both for print and online platforms. "Furthermore, the editors, both print and online, are tasked with collecting and editing the news, which will later, if appropriate, be published in the respective media and platforms." (interview, April 27, 2024).

From the results of the research conducted by the author, we conclude that the Sriwijaya Post and Sripoku.com General Daily have implemented the tactical dimension of the media convergence concept, as mentioned in Gordon's (2003:65) article. Where Sriwijaya Post and Sripoku.com are members of the Tribun Group with its CMS, they can share cross-news with a number of media in the group throughout Indonesia. This also indirectly results in cross promotion, because each media that picks up news on CMS must include the media from which the news came.

Structural Convergence

Convergence or structural change that focuses on grouping types of work and improving the organizational structure in each section of mass media. Arranging or re-arranging the organizational structure and division of work is carried out to adapt to the needs of convergence or changes in the organizational structure. According to Gordon, the more ambitious the convergence goal, the greater the likelihood that the organizational description and structure will undergo change. In fact, he said, in some newsrooms, structural changes can be seen with the naked eye.

The structural changes referred to can be seen in the Sriwijaya Post and Sripoku.com newspapers, where the editor-in-chief, deputy editor-in-chief, and the person responsible for overseeing Sriwijaya Post print and online Sripoku.com. However, the management of news publishing and

content is left to each manager, both the manager at Sriwijaya Post Print and the manager at Sripoku.com.

From the facts we found, the author concludes that the dimensions of structural convergence have been carried out at Sriwijaya Post and Sripoku.com, in accordance with Gordon's theory. Where Sriwijaya Post not only exists with the structure of Editor-in-Chief, Managing Editor and Editors like conventional media so far, but has made changes, including the names of positions. The person responsible for implementation becomes the manager, then below him there are editors and people in charge according to the assigned field, for example the person in charge of the YouTube channel, Facebook and Instagram, and the editor for news can be at Sripoku.com and the Sriwijaya Post newspaper.

Information Coverage Convergence

The development of information and communications technology has directly or indirectly changed people's consumption patterns for information (Hadi, 2009; Sutopo, 2012; Utno & Lamatenggo, 2010). People not only want information that is fast, but also practical, even enjoyable for certain groups, for example millennials. For this reason, Sriwijaya Post and Sripoku.com not only provide news in printed newspapers and online in real time, but have also spread their wings, by building social media channels which are now a trend, both among young people (millennials) and older people (Gen Z). and Baby Boomers).

Responding to these demands, Sripoku.com management is trying to make its journalists multitasking according to developments in the digital era. This is what Gordon categorized as convergence and change in information coverage, which occurs at the reporting or news coverage stage. With these demands, the media companies Sriwijaya Post and Sripoku.com require their journalists to have many skills, aka multi-media journalists.

The results of the researcher's interview with Rachmad, a journalist from Sriwijaya Post and Sripoku.com, stated that journalists in the field not only have to be able to report with notes or ask sources and then write, but also be able to optimize reporting equipment (technology), take photos, videos and so on.

"So journalists must also have photography and videography skills. Of course, for all of this, we journalists continue to take part in regular training (education) carried out by the office, by continuing to carry out evaluations and improvements." (interview Thursday, May 30 2024 in the expert room of the South Sumatra DPRD).

Such talents generally exist among young people (millennials), so that now Sripoku and Sriwijaya Post journalists in the field are generally young people. Meanwhile, the senior ones carry out their duties in the editorial room, by processing news for publication or other work that is still related to the editorial office.

According to the deputy editor-in-chief of Sriwijaya Post and Sripoku.com, Prawira Maulana, the demand for multitasking journalists was initially met with obstacles, considering that journalists felt that they had a lot of work to do in the field, especially senior journalists. However, as time

goes by, all parties in the editorial team (including journalists) understand the demands of the digital age. Because if not, the existence of Sripoku.com and Sriwijaya Post will be marginalized.

"In the current era, journalists are required to multitask, so they are able to adapt to developments in existing information and communication technology. If not, then we will be left behind, and even media institutions may no longer exist." (interview Saturday, April 27 2024 in the Wapemred office of Sripoku.com) (Vardiansyah, n.d.).

Table 3. Performance Targets for Sripoku/Sriwijaya Post Journalists

No	Assignment/Production	Amount/ Month	Information
1	News	150	
2	Facebook Live	60	300 thousand views
3	Live Report Youtube Jakarta	4	Broadcast by tribunnews/nationally
4	Local Youtube Videos	30	Purely broadcast on Sripo's Yuotube channel

Journalists in the field continue to hone their reporting skills as desired by the institution, although it is not uncommon for them to encounter obstacles in the field. For example, the cellphone camera or camcorder used is not yet standard, both for taking photos and making videos. According to Andi Wijaya, a journalist for Sriwijaya Post and Sripoku.com, problems that may be found in the field are reported to the leadership in the editorial team, so that solutions can be found. To support work in the field, journalists must have a smartphone/cellphone with a camera capacity of at least 10 MP (mega pixel).

"Now we are not only asked to be able to write news, but also to use the equipment available in the coverage, for example taking videos with cellphones. If there is a problem with the equipment, we report it to the office to find a solution. We are also given training for coverage using the existing tools." (interview Tuesday, April 30 2024 at Pempek Pak Raden Palembang).

From the results of the author's research, it is known that the demands of journalists who are multitasking, aka versatile, by the editorial management of Sripoku.com and Sriwijaya Post, are in line with Gordon's theory regarding the concept of media convergence, especially the convergence dimension of information coverage. So that journalists in the field no longer only report or describe facts or events in the field, but also use technological equipment to carry out this coverage, including making videos and photos. Especially if you have to do live YouTube or Facebook live coverage. Therefore, now when reporting on an incident, journalists no longer have to follow a special photographer, but they themselves have to take photos and videos. Only for certain events following the cameraman/photographer.

Convergence of Story Presentation

The results of the author's research found that now Sripoku.com and Sriwijaya Post journalists are not only required to be multitasking in terms of covering information (news), but after that they are able to present or create the news for publication on various platforms, both print, online and media. social. To print, they just send the written news and photos to the CMS (contents management system), as well as to publish online. It's just that online, if the news or event is big, journalists must present it in real time and running (continuously). So that every running news sent has progress from the previous news, of course with a different angle (news core).

The results of the researcher's interview with Linda, a journalist for Sriwijaya Post and Sripoku.com, stated that all human resources, especially in the editorial department, including journalists, are required to increase their values by adapting quickly (Nawawi, 2011).

“The most important thing is that journalists like us must be able to adapt to technology. If previously journalists were only required to be proficient in reporting and writing, now in the field they are also required to be proficient in carrying out broadcasting duties as presenters. So we are also asked to be able to report the results of the coverage digitally.” (interview Thursday, 30 May 2024 in the lobby of the Aston Hotel, Palembang).

What Sriwijaya Post and Sripoku.com are doing regarding the ability of their journalists to present news on various platforms, both journalists in the field and teams in the editorial room, is in accordance with the convergence dimensions of story presentation such as Gordon's theory. He said that with the presence of new media, changes occurred in presenting this information. In the journalistic environment, this convergence has brought about significant changes in the way journalism works. Now, journalists must have the ability to disseminate information by combining various media at once, including text, audio and video (Adzka, 2015).

In maintaining the Sriwijaya Post newspaper, the content is made to be more in-depth than the news published online (Sripoku.com), which is known as multi angle (various journalist viewpoints). The news angle usually determines the title and lead (core of the news), which is usually in the first paragraph. In addition to different angles, to attract more readers' attention, efforts are made to present certain perspectives in newspapers more specifically.

Skills in organizing news both offline and online can be acquired over time, so that there are no significant difficulties in producing content and materials both offline and online. Most journalists present news in the form of images or photos, especially at Sripoku.com, which prioritizes accuracy and speed.

The results of the researcher's interview with Sudarwan, Manager of Sripoku.com in his office, revealed that Sripoku.com not only presents news in the form of writing and photos on online portals, but also in video form. For this reason, apart from journalists in the field, Sripoku also has a special team for videos published on the YouTube channel SripokuTV and the Sriwijaya Post channel. SripokuTV gets video content from field journalists who take videos during coverage.

“Our journalists are also asked to make videos in the field, especially to cover interesting incidents. The video was then processed by the video team in the editorial room, to be

published on the YouTube channel." (interview Friday, May 3 2024 at Sripoku.com editorial staff).

Meanwhile, for Facebook Live, it is like a television journalist who reports directly information/news obtained in the field. According to the results of the researcher's interview with Rahmad, a journalist from Sriwijaya Post and Sripoku.com, before going live on Facebook, journalists first coordinated with the social media team in the editorial team to prepare everything for broadcast.

"After everything is ready, journalists will report on incidents or events in the field, which will be broadcast live on the Sriwijaya Post Facebook. So here we in the field are not only required to be able to write and take videos, but also carry out broadcasting duties as presenters. "Because of that, now we journalists have to look smart with polite and neat reporting clothes, thereby eliminating the slanted image that has been attached to journalists wearing modest clothes." (interview Thursday, May 30 2024 in the Expert Room of the South Sumatra DPRD).

Based on the results of research and observations carried out by the author, it is clear that Sriwijaya Post and Sripoku.com have applied one of the concepts of convergence in media described by Rich Gordon (2003), namely change or convergence in delivery or storytelling. Where journalists not only have to be able to report and write news, but also have to be able to convey news obtained on various digital platforms. At Sripoku.com, journalists have to report news with video, and often even have to go live on YouTube and live Facebook.

CONCLUSION

Advancements in information and communication technology have necessitated adaptation by mass media organizations such as Sriwijaya Post and Sripoku.com. The transformation from print media to a digital platform has been crucial in ensuring sustainability in the digital era. These changes require journalists to enhance their skills, becoming proficient in multimedia journalism. The implementation of various digital strategies, including social media presence and online content expansion, has enabled Sriwijaya Post and Sripoku.com to remain relevant despite the shift in audience consumption patterns.

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