



Local Print Media Strategy to Maintain Market Existence in the Digital Era (Management of the “SUARA NTB” Newspaper in Lombok, West Nusa Tenggara)

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Abstract: This study aims to determine the strategy used by the “SUARA NTB” newspaper to capture the market, maintain the local print media business, and determine the implementation of convergence. The study used a qualitative research methodology. The subjects of the study or informants were employees of the editorial staff of the “SUARA NTB” newspaper, who were selected based on purposive sampling techniques—data collection techniques through observation, interviews, and document searches. The results of this study indicate that the “SUARA NTB” newspaper has morphed from print media to online media, after previously producing content digitally. The “SUARA NTB” newspaper also applies media convergence or journalistic convergence to operate efficiently and maintain the increasingly competitive local media business in the digital era. The “SUARA NTB” newspaper expands its reader network by distributing content through digital or online media and social media by adopting the “The Long Tail” theory.

Keywords: Suara NTB Newspaper Strategy, Newspaper Mediamorphosis, Lombok Newspaper Convergence, Social Media Newspaper.

1. Introduction

The growth of digital devices such as smartphones, tablets and laptops is a phenomenon that needs to be paid attention to by traditional media such as television and newspapers (Guo, 2018). The current digital era makes it easier for people to get news and information. People can easily get news and information from various types of media. News and information are not only obtained from print media, newspapers, magazines or from electronic media, radio and television. However, various news and information can be obtained from online media and social media such as Facebook, YouTube, Instagram (IG), Twitter (X) or other social media such as TikTok. According to (Broersma & Graham, 2013; Heiss et al., 2023), social media has become a source of news and information for the public. One of the reasons is because social media is very easy to access. Social media can be accessed anytime and anywhere, with various media devices, such as smartphones, gadgets, laptops or personal computers (PCs). Therefore, it is very natural that social media becomes a reference for the public to get news and information.

The ease of people accessing social media is supported by the increasingly easy infrastructure to get an internet network connection. Notes from the Association According to the Indonesian Internet Service Provider Association (APJII), the number of internet users in Indonesia in 2024 will reach 221,563,479 people out of a total population of 278,696,200 Indonesians in 2023. Internet penetration in Indonesia based on this survey in 2024 will reach 79.5 percent, an increase of 1.4 percent in the

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same period the previous year (APJII, 2024).

The many media for getting news and information in the current era, it turns out that it does not make mainstream media or conventional media disappear completely. In the current era, there are still many old media such as newspapers and magazines as well as electronic media radio and television that still exist and exist in the midst of the increasingly competitive digital media market. According to the Press Council report in 2024, to date there are around 1,800 media companies that have been verified by the Press Council. Press Council data states that 1,015 of them are cyber media, 377 are television media, 18 are radio media and 442 are recorded as print media. The results of research by the Press Council together with Multimedia Nusantara University (UMN) show that there is an imbalance in media growth in Indonesia. The concentration of media growth is mostly in Western Indonesia, namely in the regions of Sumatra and Java (Press Council, 2024).

Based on this data, cyber media shows very rapid growth. In the current era, the number of cyber media far exceeds the number of other media, which is at 1,015 media, while media with other platforms average less than 500 media. With the increasingly dominant presence of digital media, conventional media such as print media and electronic media radio and television are forced to adapt so as not to drown in the era of today's digital media.

Based on a survey conducted by Jakpat in October 2024 in Jabodetabek, Bandung, Semarang, Yogyakarta, Surabaya, Malang, Medan, and Makassar, 89 percent of respondents use social media as a source of news and information. Online media is in second place, namely 52 percent. Television media is in third place, as much as 51 percent, 12 percent choose newspaper reading materials and only 11 percent choose radio as a source of news and information in the current digital era. Those who choose magazines are even smaller, namely only 7 percent (Stevany, 2024).

Newspapers and magazines are currently increasingly abandoned by the reading public. Electronic media radio and television also experience a fate not much different from print media. Radio listeners and television audiences tend to decline from year to year. The number of print media industries continues to decline because they are no longer able to operate due to the decline in the number of readers and followed by the number of advertisers which is decreasing.

According to Princess (2023), there were 593 registered print media as members of the Press Company Union (SPS) in 2021, but in 2022, the number dropped to 399 media. Not only did the number decrease, but the circulation also dropped. In 2021, the circulation of print media was 7.5 million copies per issue, and dropped in 2022 to 5 million copies per issue.

In today's digital era, media, including local media, have an important role in delivering news and information to the public. In Lombok, West Nusa Tenggara (NTB), internet users also show an increasing trend, and many are turning to digital platforms to get news and information.

There is no exact figure for the number of press institutions or media operating in West Nusa Tenggara (NTB). However, many national media place their journalist representatives to cover and seek news and information in NTB together with local media. Press institutions in NTB are not only limited to mainstream media such as newspapers, magazines, radio and television, but there are also many online media that are growing and operating in NTB. According to (Editorial, 2023) online media or news portals in NTB that are still active to date, as many as 190 online media spread across Lombok Island and Sumbawa Island.

The presence of online media shows that digitalization is happening very rapidly in various fields including the media industry. A concrete example is that many media industries, including local media that previously only distributed print media conventionally, are now starting to distribute news and information digitally and reaching online platforms. Even today's media industry continues to distribute conventionally and does convergence and distributes news and information digitally as well.

"Suara NTB" newspaper is one of the local print media in Lombok, West Nusa Tenggara (NTB) that has made changes and adapted by developing a digital platform. "Suara NTB" newspaper even utilizes social media to distribute news and information to reach a wider audience. This is in line with the increasing number of social media users in Lombok, West Nusa Tenggara. Based on data obtained from Talikanews (2020) that around 2.7 million NTB residents are active social media users out of around 5.4 million or 50% of the total population of NTB.

Based on the background, the formulation of the research problem is: 1) What strategy is used by the "Suara NTB" newspaper to maintain its market existence in West Nusa Tenggara? 2) How is the implementation of convergence carried out by the "Suara NTB" newspaper so that it remains existent and is able to maintain its media business in the West Nusa Tenggara region? 3) What strategy is used by the "Suara NTB" newspaper to expand its readership? The purpose of this study is to determine the strategy used by the "Suara NTB" newspaper to capture the market and maintain the local print media business and to determine the implementation of convergence carried out.

2. Materials and Methods

This research uses qualitative research methodology. Qualitative research methodology is a method that focuses on subjective or interpretive approaches. According to Denzin & Lincoln (2009:2), qualitative research focuses on interpretive and naturalistic methods on the subjects studied. Qualitative research examines things or objects that are natural and attempts to understand and interpret phenomena seen from the side of their meaning. Cresswell (2012:4) explains that qualitative research is a method that explores and understands the meaning of various social or humanitarian problems carried out by individuals or groups of people.

The analysis of this research uses mediamorphosis theory, convergence theory, and the long tail theory, which refers to the strategy carried out by the "Suara NTB" newspaper to take a niche market audience in this case the reader audience and the advertiser market to be able to maintain the existence of the local print media business in West Nusa Tenggara (NTB).

3. Results and Discussion

The media has a very important role in society, especially in disseminating news and information and forming public opinion. In West Nusa Tenggara (NTB), the existence of the media not only functions as a transmitter of news and information, but also as a social control that monitors the running of government and various aspects of life in society.

Based on history, media institutions in West Nusa Tenggara (NTB) have existed since the beginning of Indonesian independence. At that time, print media began to develop as a means to disseminate news and information and to raise the spirit of the people's struggle. The first newspaper published in West Nusa Tenggara (NTB) was born in 1945. At that time, newspapers not only functioned as a medium to convey news and information, but also as a tool for political struggle that reflected the aspirations of the people.

Along with the development of the times, media in NTB has changed. In the 1980s, television broadcasting media emerged as a new mass media and began to shift the dominance of print media. Media institutions such as TVRI and several private television stations began to emerge, offering more interesting content and visuals. The presence of private television media in NTB also gave rise to local television media, such as Lombok TV, and several other local television media.

In today's digital era, the development of information and communication technology has accelerated the growth of media in NTB. Online media such as news portals are the main choice for the people of West Nusa Tenggara to get the latest news and information. Data released by the Indonesian Internet Service Providers Association (APJII), the number of Indonesian internet users in 2020, the number of internet users continues to increase. In the 2018-2019 period, internet users in Indonesia numbered 171.1 million people. However, in the 2019-2020 period, at least until the second quarter of 2020, internet users increased to 199.71 million people from a total population of 266.91 million people. Meanwhile, NTB residents who are registered as internet users reached around 3.8 million people (Jemadu & Prastya, 2020).

According to researchers, the increasing number of internet users today has resulted in print media, such as newspapers, being abandoned by readers, which also has implications for income or revenue for operational costs. Facing changes in the current digital era, the local print media industry in NTB is making changes by adapting and trying to find innovative solutions in order to remain existent and able to operate smoothly.

3.1 Mediamorphosis of Conventional Media

Online media in the current era dominates the media industry in Indonesia. Indonesia.go.id. (2023) recorded as many as 902 digital media companies in Indonesia based on Press Council data up to January 2023 from 1,711 verified media industries. Conventional media, namely print media and broadcast media, have also changed and adapted to the current era. Most of the conventional media have transformed or morphed from print media to online media, Conventional media, both print media and broadcast media, are transforming into online media, along with digital content production. Biagi (2010: 231) explains that digital media (digital media) describes a form of communication that combines text, images, sound, and video using computer technology. Digital media reads, writes, and stores electronic data in numeric form, using number codes for data in the form of text, images, audio or sound and video. In line with what is explained Flew (2022) that digital media is media content that combines and integrates all types of data, text, sound and images, which are stored in digital format and can be distributed in digital networks.

Digitalization of media content production in the current era is a necessity due to the development of information and communication technology. Responding to changes in information and communication technology in the current era, the media industry must adapt and make various changes and management procedures, including producing and distributing media content.

The rapid development of information and communication technology and the increasing ease of getting internet access has made it easier for the media industry to morph into online media. According to Fiddler (2003), mediamorphosis is a process of transformation or change of media in producing, distributing, and consuming media. Fidler explains that the development of media technology affects user behavior in consuming media. Fidler (2003: 35) explains that mediamorphosis is not just a theory, but is related to the evolution of media technology. Mediamorphosis is a change in form to new media from old media that are interrelated.

Support for mediamorphosis media is getting easier because in this era internet access is getting easier and internet users are increasing. According to Pahlavi, (2022), internet users based on the Data Reportal report, were recorded at 4.95 billion people using the internet in January 2022, an increase of 4 percent from the previous 4.76 billion people in January 2021 in the world. Per JIn January 2022, internet users in Indonesia reached 204.7 million and this number covers 73.7 percent of the total population of Indonesia.

The increasing number of internet users is what drives the "SUARA NTB" newspaper to transform into online media. As one of the local print media published in Mataram City, West Nusa Tenggara, digitalization is a great opportunity to further expand readers. The presence of the online media "suarantb.com", in addition to the "SUARA NTB" newspaper edition, is expected to expand and increase the number of readers.

The news website "suarantb.com" is a news site that is continuously updated according to news developments or information developing in the NTB community. The Editor-in-Chief of "suarantb.com", Desak Raka Akriyani, said that its content is made so that it can always be updated according to events or news and information that occurs in the field. Meanwhile, the "SUARA NTB" newspaper edition can only be updated the next day when the newspaper is printed. However, the "SUARA NTB" newspaper presents the latest information and always prepares a more in-depth news report column (in-depth reporting).

"The news presentation of "suarantb.com", is always new according to developments and field situations. If not, we lose out to other online media. This is not only a strategy, but a necessity if we want to expand and increase the number of readers. We have been published digitally, so we still publish newspapers for newspaper readers and we prepare online information for the digital generation audience ,"

The digitalization carried out by "SUARA NTB" is also carried out by publishing an e-paper digital newspaper. Digital production in the form of an e-paper electronic newspaper aims to allow readers to read news content produced from anywhere and at any time via computer, laptop, smartphone, gadget or device.

The mediamorphosis of the "SUARA NTB" newspaper into online media is possible because the local newspaper of the Bali Post Group has produced digital content. The "SUARA NTB" newspaper has been produced digitally since 2016. Digital content production was carried out because the management of the "SUARA NTB" newspaper saw a trend of people searching for and getting news and information online, both through online media and social media. This encouragement is one of the reasons why the "SUARA NTB" newspaper transformed into online media.

The presence of new media, "suarantb.com", in addition to the previously owned "SUARA NTB" newspaper is in line with what is called mediamorphosis, based on Fidler's thinking. The adaptation of technology carried out by the "SUARA NTB" newspaper aims to remain existent and able to survive in the digital market. Another breakthrough was made by diversifying products, namely producing e-paper digital newspapers. The number of newspaper pages printed is adjusted so as not to cause expensive printing production costs.

"Currently, the "SUARA NTB" newspaper is only printed on 12 pages, down from before the Covid outbreak in 2019, which was published on 16 pages. The size is also adjusted to reduce the cost or production costs of printing newspapers "

Fidler (2003: 36-44) explains, there are three principles of mediamorphosis, namely coevolution, convergence, and complexity. Coevolution, a form of communication related to the human communication system and culture. The emergence and development of new forms will affect the development of other existing forms. Convergence explains that newspapers and magazines can be classified as multimedia forms and presented in new media that present written information, photography, and

graphics. Complexity, all human communication systems are adaptive and complex, and all forms of media are always dynamic and interdependent.

Mediamorphosis, according to Fiddler (2003:35) is the transformation of communication media that arises as a result of the reciprocal relationship between various needs, competitive and political pressures, and various social and technological innovations

3.2 Implementation of KMedia Convergence

Print media in the digital era, faces various challenges in maintaining its existence. Changes in consumer behavior that are shifting to digital platforms to get news and information are forcing print media such as newspapers and magazines to adapt. The Newspaper Publishers Union (SPS) until May 2020 recorded that 71 percent of print media experienced a decline in turnover of more than 40 percent compared to 2019, and 50 percent of print companies have cut employee salaries by two to 30 percent in Indonesia (Setiawan, 2023).

According to a Researcher and Lecturer of Media Studies at the Faculty of Communication Sciences, Padjadjaran University, Justito Adiprasetio, print media in the current era faces various challenges to survive. A report published by the Reuters Institute in 2022 showed that only 17 percent of Indonesians use print media as their source of information, down 3 percent from before. Print media is ranked lowest compared to online media sources, social media, and television. The price of raw materials that continues to increase has caused the production costs of print media to swell. Therefore, people prefer to access news and information from online media and social media through digital devices (Setiawan, 2023).

The circulation of national print media has reportedly continued to decline in recent years. It has also been reported that the number of publishers continues to decline. This indication makes print media have to find new ways to attract the attention of the reading public. The newspaper "SUARA NTB" is one of the local print media published in Lombok, NTB, carrying out various strategies to remain existent in the digital market, namely by implementing media convergence.

Media convergence refers to the integration of various media platforms in delivering news and information to the audience. Jenkins (2006) explained, media convergence creates new opportunities for print media to interact with the reading public. The "SUARA NTB" newspaper itself has implemented media convergence by combining print and digital content, so that it can be expected to reach a wider reading public.

Media convergence, as defined by Castells (2009) is a process in which various forms of media, whether print, audio, or visual, interact and integrate with each other in a single platform that not only changes the way information is disseminated, but also the way consumers access and consume that information. According to (Suryanto, 2018: 133), convergence is the disappearance of old barriers that separate information and communication technology and services between industry and industry, between

application and application, between producer and consumer, between country and country.

The implementation of media convergence of the newspaper "SUARA NTB" began with the development of a website that is more informative and attracts readers. Based on the survey Reuters Institute in 2023, online media is the main source of news for Indonesian people. It was noted that respondents who used online media as the main source of news were 84 percent in 2023 (Annur, 2023). "SUARA NTB" newspaper realizes how important it is to have a strong digital platform. The "SUARA NTB" newspaper website, namely "suarantb.com" not only displays the latest news, but also provides interactive features such as reader comments and discussion forums for the reading public.

In addition, the "SUARA NTB" newspaper is also active on social media, which is one of the important aspects of media convergence. With more than hundreds of thousands of followers on social media Facebook and Instagram (IG), Twitter (X), and YouTube channels, the "SUARA NTB" newspaper utilizes these social media platforms to distribute content and interact directly with readers. Data released by online Time (2024) shows that social media users in Indonesia are the fourth largest in the world, namely 167 million with a total population of around 281 million. Other data, namely Digital Data 2024 released by Hootsuite (We are Social), active social media users in Indonesia are 167 million or 60.4 percent of the total population of around 276.6 million people. Internet users are recorded at 212.9 million or 77 percent of the total population (Riyanto, 2024). Therefore, a strong presence with relatively more frequent social media can be the key to reaching a wider audience of readers.

The Editor-in-Chief of the "SUARA NTB" newspaper, H. Agus Talino, who is also the General Manager of the news site "suarantb.com," said that convergence is also applied in terms of reporting tasks among journalists. Journalists from the Bali Post newspaper, for example, are required to write news for the "suarantb.com" website, for social media and broadcast on Radio Global FM Lombok which is part of the Bali Post Group media business unit in Lombok, NTB.

"The implementation of journalistic convergence in Bali Post Group makes the media business more efficient. The technical implementation, for example, a journalist, either a journalist from the Bali Post newspaper, the "SUARA NTB" newspaper, the "suarantb.com" website, or Radio Global FM Lombok writes to be published and broadcast in all media under the Bali Post Group business unit, including content distribution through social media. The news format is also adjusted to the characteristics of each media platform.

In terms of content, the "SUARA NTB" newspaper adapts a concise writing style to meet the preferences of digital readers. The news presented is faster, shorter and to the point, with a variety of images and videos to attract more attention from the reading public. Detikcom Art Director Kiagus Akhmad Auliansyah in d'Youthizen Goes to Campus at Esa Unggul University, Jakarta, Monday (11/5/2018), said that 80 percent of

information received visually will be remembered more by readers. Therefore, many media use visuals such as infographics, comics, and other visual media to convey news (Princess, 2018).

Based on research conducted by 3M Corporation, the human brain processes visuals 60 thousand times faster than content that only displays text. Visual content can be said to be a very effective tool for attracting attention in conveying important information. Visual content will also be more easily remembered by the reader audience (Digima, 2024). This strategy shows that the "SUARA NTB" newspaper continues to strive to present news and information that is interesting from a visual perspective and can provide readers with informative insights and can provide meaning to readers. The implementation of media convergence of the "SUARA NTB" newspaper can also be seen from its collaboration with various other digital platforms. This collaboration allows "SUARA NTB" to reach a wider audience of readers and is able to increase the visibility of the "SUARA NTB" newspaper in the digital world. The "SUARA NTB" newspaper also carries out a strategy with a digital advertising campaign to attract new readers and to increase advertising revenue.

The media convergence implemented by the "SUARA NTB" newspaper shows that local print media still has the opportunity to survive in the digital era. By integrating digital and print platforms, the "SUARA NTB" newspaper can reach a wider audience and remain relevant in the competitive digital era market. Although the challenges faced are quite large, with continuous innovation and a focus on content quality, the "SUARA NTB" newspaper has the potential to maintain its existence in an era of rapid change in the media industry.

3.3 Content Distribution Theory "The Long Tail"

In the current era, the print media industry continues to experience gloomy times. The print media newspaper "SUARA NTB" admits that newspaper readers are decreasing from time to time. The Editor-in-Chief of the "SUARA NTB" newspaper, H. Agus Talino admitted that the circulation of the "SUARA NTB" newspaper continues to decline. The circulation of the "SUARA NTB" newspaper is currently still in the range of thousands of copies per day, but continues to decline because many readers are switching to online media and other digital media. Therefore, the "SUARA NTB" newspaper is implementing various strategies, expanding the network of readers on social media, distributing news and information through the online news website "suarantb.com", including conducting journalistic convergence.

Although circulation tends to decline, the management of Bali Post Group is optimistic that the "SUARA NTB" newspaper will continue to grow and develop because it can be supported by advertising revenue in NTB which is still promising and has bright prospects for the future. The average advertising revenue every month can cover operational costs plus income from newspaper sales. Therefore, the "SUARA NTB" newspaper continues to be published to meet the reader market in NTB Province.

"Bali Post Group continues to make various breakthroughs to avoid operational cost difficulties. One of the strategies carried out to remain existent in the digital era is to develop multiplatform media. Continue to innovate and there is still room for print media to grow and develop in the current digital era.

In today's digital era, print media faces significant challenges in maintaining its existence. One of the local print media that is trying to remain existent is the newspaper "SUARA NTB" which operates in Lombok, West Nusa Tenggara. This is in line with what was expressed by Romance (2018) that print media is no longer profitable because of expensive production costs and the target readers no longer cover all groups because more people are switching to online media. According to (Romadhoni, 2018), a Nielson survey released by Kompas in 2009 stated that readers of print media, which reached 28 percent in 2005, became only 19 percent in the second quarter of 2009. Based on this survey, print media in general is starting to be abandoned by the reading public, because the majority of the public has switched to accessing news and information via digital media.

In relation to the efforts of the "SUARA NTB" newspaper to remain existent in the digital era, the application of the "Long Tail" theory introduced by Anderson (2006) can be an effective strategy to reach a wider audience of readers. This theory argues that the market does not only consist of popular products, but also of niche products that can reach more specific consumers. By utilizing this theory, the newspaper "SUARA NTB" can distribute more diverse content and can attract the interest of various segments or groups of readers, including audiences that are not served by conventional media (mainstream), such as newspapers, magazines, radio and television.

The initial strategy taken by "SUARA NTB" is to conduct an in-depth analysis of the preferences of the reading public. Through surveys and data analysis, the "SUARA NTB" newspaper can identify topics of interest to the local community, such as culture, tourism, and social issues that are relevant or close to the reading public. Thus, the "SUARA NTB" newspaper does not only focus on headline news, but also includes soft news that has the potential to attract the interest of the reading public.

This illustration shows that a more personal and relevant approach to the proximity of the community where the media is published will be able to help print media such as "SUARA NTB" remain existent in the competitive media market. By utilizing the "The Long Tail" theory approach, the "SUARA NTB" newspaper has the potential not only to maintain its existence, but also to expand its readership base.

To understand how the "SUARA NTB" newspaper can implement the theory of "The Long Tail", it is important to conduct an in-depth analysis of the market and readers of the "SUARA NTB" newspaper in Lombok, NTB, as one of the developing tourist destinations, has diverse demographics and diverse interests and needs for news and information.

The "SUARA NTB" newspaper in its market analysis segments readers based on age, education, and interests. For example, young readers tend to be more interested in

digital content and technology-related news, while older readers prefer local news and social issues. By understanding these preferences, the "SUARA NTB" newspaper can produce content that suits the needs of the segment.

Based on Nielson data related to content, local content is still an attraction for audiences to read media, in several cities in Indonesia, whether readers of print media or audiences who access news and information through online media. Nielson gave an example of readers in Makassar City, as many as 80 percent of readers choose local content through printed media and 60 percent of readers consume local content through digital media. In Surakarta, Central Java, it was explained that 54 percent of consumers read local content through newspapers and 36 percent access local content through digital media. (Lubis, 2017). Therefore, the "SUARA NTB" newspaper focuses on developing columns that highlight local stories, such as profiles of community leaders, regional history, and tourism potential that is not yet widely known. This content is not only interesting for local readers, but can also attract the attention of tourists looking for information about Lombok.

The "SUARA NTB" newspaper also utilizes digital platforms to distribute its content. With the website "suarantb.com" and social media, the "SUARA NTB" newspaper can reach a wider readership, including the younger generation who prefer to access information via mobile devices. A survey conducted by the Reuters Institute on digital news consumption in Indonesia shows that the majority of the population uses smartphones to access news and information, namely 85 percent, 37 percent use computers, and 10 percent use tablets or gadgets (Pusparisa, 2021).

By combining in-depth market analysis with effective distribution strategies, "SUARA NTB" newspaper can utilize the theory of "The Long Tail" to reach various segments of the reader audience, strengthen its position in the local print media market, and ensure sustainability in the ever-growing digital era. Distribution and marketing strategies in the current digital era are very important for print media to remain existent. Adopting a multiplatform approach, "SUARA NTB" newspaper does not only rely on physical distribution of newspapers, but also utilizes digital channels to reach a wider reader audience.

The "SUARA NTB" newspaper is even actively marketing through social media. By utilizing platforms such as Instagram (IG), Facebook, and Twitter (X), and the Youtube Channel, the "SUARA NTB" newspaper can build interactive and closer relationships with the readership. Interesting and interactive content, such as quizzes and polls, can increase audience engagement and help build a loyal readership community.

In the context of marketing, the "SUARA NTB" newspaper also collaborates with various local stakeholders, such as local governments and tourism industry players, to conduct joint campaigns. For example, organizing local events that raise the theme of culture and tourism, and the "SUARA NTB" newspaper becomes a media partner in this event. This can certainly expand the reach of the readership audience, and can strengthen the position of the "SUARA NTB" newspaper as a trusted source of news

and information in Lombok, NTB. Facing the challenges that arise in the current digital era, the "SUARA NTB" newspaper shows that by applying the "The Long Tail" theory, the "SUARA NTB" newspaper can maintain its existence in the current era.

Another key strategy implemented by the "SUARA NTB" newspaper to remain existent in the digital era is to develop niche-based content, which focuses on the specific interests and needs of the local community readers. In the context of the "The Long Tail" theory, this niche content has the potential to attract a smaller audience of readers. By producing content that is interesting and relevant to the needs of the local community, the "SUARA NTB" newspaper can build a loyal community of readers.

A concrete example of this strategy is the delivery of the "Tourism in Lombok" column which highlights tourist attractions that offer unique experiences. By raising the theme of Lombok tourism, NTB, the "SUARA NTB" newspaper is believed to meet the news and information needs of the community and tourists. This theme also supports the local economy of the local community.

"SUARA NTB" newspaper also develops content related to local culture. By conducting in-depth interviews, "SUARA NTB" newspaper can provide a richer and deeper perspective on the culture of the people of Lombok and NTB in general.

The use of social media is also an important part of the content development strategy. The "SUARA NTB" newspaper is active on the social media platforms Instagram (IG), Twitter (X), Facebook and YouTube channels. Reportal data states that the number of social media users in Indonesia in January 2024 reached 139 million users or almost 50 percent of the population of Indonesia (Atsir, 2024). Based on research (Nasrullah, 2015: 12), internet penetration is around 15 percent or around 36 million internet users. Of the total population of Indonesia, it is recorded that there are around 62 million people who have social media accounts, including Facebook.

The increasing number of internet users and social media users is what causes the "SUARA NTB" newspaper to develop the distribution of its news and information content through social media. By focusing on developing niche-based content, the "SUARA NTB" newspaper can not only attract new readers but also build a more interactive community. This content development strategy is an important strategy to ensure the existence of the "SUARA NTB" newspaper in the increasingly competitive print media market

4 Conclusions

This study found several things related to local print media strategies to maintain market existence in the digital era. Based on the results of this study, it can be concluded as follows: To maintain the market and to remain existent in the digital world market, the "SUARA NTB" newspaper has made various changes and adaptations in producing content and distributing news and information to the reading public. One of the things that the "SUARA NTB" newspaper has done is to produce content digitally, which began in 2016. With digital cash production, the "SUARA NTB" newspaper can easily adapt to create an online website "suarantb.com", which can be read by the reading public online from anywhere, and at any time, via devices such as computers, laptops, gadgets or devices or smartphones. The "SUARA NTB" newspaper also produces digital newspapers

or electronic newspapers "e-paper". By morphing or transforming from printed newspapers to digital media or online media, the "SUARA NTB" newspaper can be read by all groups, including the current digital age generation and readers of printed newspapers because the physical newspaper is still printed and distributed manually to local readers in West Nusa Tenggara (NTB). Thus, the newspaper "SUARA NTB" still exists as a well-known local media in NTB and continues to survive in the digital era market and operates independently without subsidies from the parent company "Bali Post Group".

The "SUARA NTB" newspaper continues to strive to maintain its business, as one of the local print media published in Lombok, West Nusa Tenggara (NTB). One of the strategies carried out is to implement media convergence, by combining print media content into digital media content, namely by creating an online media news site "suarantb.com". Journalistic convergence is also applied at the editorial level. A concrete example is, a journalist for the "SUARA NTB" newspaper who carries out coverage duties, for example, must create news content for print media, online media, radio media and for social media content that are included in one business holding, namely the Bali Post Group. By implementing media convergence, the media industry is more efficient and able to save operational costs, so that the "SUARA NTB" newspaper has continued to be able to maintain its business in NTB, even being able to support 50 employees independently, without assistance or subsidies from other Bali Post Group business units or companies.

Another strategy used by the "SUARA NTB" newspaper to remain existent in the current digital market is by expanding its readership. In addition to morphing into online media, the "SUARA NTB" newspaper also expands its network of readership by utilizing social media, such as Facebook, Instagram (IG), Twitter (X), and YouTube channels as a medium for distributing news and information content to the public. The development into multiplatform media adopts the theory of "The Long Tail" or the long tail theory initiated by Author Chris Anderson in 2004. This strategy is considered effective in reaching a wider audience, not only conventional media readers through the distribution of printed newspapers, but also to wider and more specific consumers, such as readers from the digital generation who are mobile using technological devices. By adopting this long tail theory, the "SUARA NTB" newspaper reaches a more diverse readership and is able to attract the interest of various segments because it presents more interactive, varied and interesting content.

By utilizing the "The Long Tail" theory approach, the "SUARA NTB" newspaper is able to maintain its existence and expand its readership base. Another strategy carried out in the context of marketing, the "SUARA NTB" newspaper collaborates with local governments and tourism industry players, to hold various local events that raise the theme of culture and tourism, so that it can further strengthen the position of the "SUARA NTB" newspaper as a trusted source of news and information in Lombok, NTB..

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