



Traditional Media Strategies in the Age of New Media

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ABSTRACT

This article examines how traditional media can thrive in the age of new media. Humans essentially require information, so media is required to meet basic human needs. Traditional media and new media are the two types of media. Along with the development of technology, traditional media has decreased interest so that it has the potential to become extinct. The main reasons for the decline in public interest in traditional media are public distrust and easy access to new media. This article employs a literature review method, which borrows qualitative research in order to discover new breakthroughs. The study's findings indicate that the presence of new media has begun to threaten traditional media's position, but it is possible that traditional media can compete with new media because new media theories that account for traditional media's credibility have yet to be developed. Traditional media can employ a variety of strategies, including campaigning, ensuring the accuracy of information, and fusing digitalization and traditional media.

ABSTRAK

Artikel ini membahas tentang bagaimana cara media tradisional dapat bertahan pada era media baru. Manusia pada hakikatnya membutuhkan informasi sehingga media yang dibutuhkan agar mampu memenuhi kebutuhan dasar manusia. Media dibagi menjadi dua yakni media tradisional dan media baru. Seiring perkembangan teknologi, media tradisional mengalami penurunan sehingga mungkin punah. Ketidakpercayaan masyarakat dan mudahnya mengakses media baru menjadi faktor sentral penyebab turunnya minat masyarakat kepada media tradisional. Artikel ini menggunakan metode kajian pustaka yang dalam artikel ini meminjam penelitian kualitatif untuk menemukan terobosan baru. Hasil penelitian menunjukkan bahwa kedudukan media sudah mulai terancam dengan kehadiran media baru, namun tidak menutup kemungkinan media tradisional mampu bersaing dengan media baru karena belum terumuskannya teori media baru dimana menghadirkan media tradisional dapat dipermudah. Media tradisional dapat menerapkan beberapa strategi yakni mengadakan kampanye, menjamin keabsahan informasi, serta mengawinkan digitalisasi dengan media tradisional.

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I. INTRODUCTION

Humans are social creatures, which Aristotle refers to as zoon politicon at this level (W. 322 BC). This argument implies that humans, as social beings, cannot be separated from verbal and nonverbal communication activities. According to some experts, the phrase "social creatures" means that humans always require information in order to maintain the social line in society. In order to obtain information, society requires interaction between members. In addition to direct

communication, there are several media that facilitate social interaction, allowing people to obtain vast amounts of important information (Kurmia, 2005). Johannes Guttenberg was the first to discover the concept of using the media to disseminate information in 1455. Long before Indonesian independence, colonialists from the Dutch and Portuguese used print media to disseminate information.

The use of media in conveying information is the best solution for ensuring that information is received evenly at all levels of society. As previously stated, media means an introduction, which means that the media serves as an introduction to information. The media has a responsibility to educate, entertain, and commercialize the public in addition to providing information.

The growing public interest in media use resulted in the evolution of the media itself. Aside from print media such as newspapers, Indonesia has other media such as television and radio, all of which are classified as traditional media. The increased media presence in Indonesia indicates that the public's demand for information is increasing. The reality is that, despite an increase in the number of information sources, the media is still unable to meet the public's information needs. In this paper, traditional media such as television, print media, and radio continue to evolve in order for people to receive information in an equitable manner. As a result, the media evolves in tandem with technological advancements. The evolution of the media at this time has included new platforms such as YouTube, electronic newspapers, and others. The outcomes of these new media are known as new media and the new media era.

The presence of new media is extremely beneficial to the public in terms of information gathering, particularly because the efficiency of new media is far superior to that of traditional media. Human nature, which is always thirsty for information, is thought to be better satisfied by new media than by traditional media. The writer poses several questions in the preceding explanation, which will become the formulation of the problem: first, what is the position of traditional media in the new media era? Second, what is traditional media's strategy for competing with new media?

Traditional Media and Media Fundamental Functions, Historically, traditional media was an important social communication tool. His social standing has now diminished. Traditional media, such as mass media, have the potential to become a means of public communication because they serve informative and educational functions for the community (Nur & Pala, 2019). Traditional media is literally the media that was used at the dawn of information distribution. Print media is thought to be the oldest form of media because it existed prior to the development of audio and audiovisual technology. Because humans have known the communication model in the form of writing since ancient times, print media has been able to gain popularity. Print media has been present in Indonesia for a long time and developed during the Dutch colonial era. At the time, print media served to inform people about economics, politics, social issues, and culture. The use of print media continues to grow, and many print media companies have emerged in Indonesia up to this point.

There is no reason to doubt the credibility of Indonesian print media because information is validated at several stages. Today's media challenge in Indonesia is hoax. According to Bambang and Amri (2020), the widespread dissemination of false information (hoaks) via social media should wake up mainstream media managers to work more professionally and with high journalistic standards. According to the arguments presented above, the print media in Indonesia has demonstrated professionalism and high journalistic standards, ensuring that the information circulated in the community is accurate.

Although the presentation of print media in written form is more popular with the public because it is more durable and easy to store, the role of print media in playing with people's imaginations is allegedly still lacking because not everyone can read. As a supplement to print media, there is also audio media, specifically radio.

Radio is a medium that makes use of its listeners' sense of hearing, so radio presentations are very popular in Indonesia. Radio plays an important role in the independence of the Indonesian people because it serves as a disseminator of independence information from Sabang to Merauke. Radio development is not particularly significant in Indonesia, as the community prefers to use radio as an entertainment medium rather than a journalistic medium. The delivery of information over the radio is more relaxed, making it suitable for listening in leisure time. Radio is very effective at providing information and entertainment because it is available almost everywhere.

The new media era caused a shift in people's habits and behavior, leading to the abandonment of radio. Because people already listen to the radio in their cars, the upper middle class economy is more likely to use the radio at this time. Because of the efficiency of devices that are easier to carry anywhere, the presence of gadgets in the community causes radio to lose its fans. Television, in addition to radio, is a traditional medium that is still evolving. Because television has a complexity in presenting news, namely audiovisual, it is a refinement of print and radio media. Because of the complex news presentation and the luxurious media, the audiovisual impression presented by television is an expensive impression.

Because the information to be reported is tested at several stages, all of the traditional media described above are very credible sources of information. Ironically, today's society stigmatizes traditional media as bad because it is irrational and biased. This stigma also casts doubt on traditional media's professionalism as news distributors.

New Media, The media is changing in terms of information presentation in the era of technology 4.0, with the emergence of online newspapers, YouTube, and other platforms. Initially, the use of new media was not as vibrant as it is today because, at the time of its development, new media was quite difficult to access because gadgets were only used for making calls and sending messages. Furthermore, the media that can be used to access new media are computers and laptops, which are difficult to transport anywhere.

News media theory, also known as new media, refers to various communication technologies that have been digitalized and are widely available for personal use as a means of communication. Old media innovations that are no longer relevant to today's technological developments give rise to new media. With the advancement of technology, the media used to access new media has become very simple, namely with devices and internet signals that are already widely available. Gadgets and the internet are the ideal marriage for society, resulting in a shift in society's nature and habits. Because new media is easier to access, the presence of new media in Indonesia certainly threatens the existence of traditional media. People prefer media that is easier to access without requiring too much effort as a result of this shift in habits.

According to Agus and Gunawan (2019), people's perspectives have shifted, and young natural resources have made significant progress. Readers today prefer to read news that is brief, informative, and useful to them. This argument implies that today's society desires not only easy access to information, but also information that is personally useful to them.

Traditional Media in the New Media Age, Because new media has begun to spread, traditional media is facing challenges with few opportunities. The proximity of online media to people's daily lives has a significant impact on the demise of traditional media. People in the 4.0 era can't live without their gadgets and an internet connection, which is now relatively easy to obtain. The lack of neutrality in traditional media raises concerns about the credibility of information. In essence, media orientation should favor the larger community, but the public believes that traditional media is not neutral. The community believes that traditional media is now driven by profit rather than public interest. This shift in stigma is one of the key factors contributing to the slowing of traditional media. This is supported by Dahlan's argument, according to which when a journalist receives information from news sources that must be kept confidential, there is massive corruption, even though funds should have been budgeted for dealing with infectious disease outbreaks (Dahlan, 2011).

Print media, as a component of traditional media, is also affected by the presence of digital media. Print media appears to be slow because readers can only enjoy the information that has been bombarded them through television and online media the next day. Meanwhile, online media has the advantage of being both quick and comprehensive (Kusuma, 2016). Television and radio were also affected, but platforms such as YouTube and others were deemed more comprehensive. Because television broadcasts cannot be adjusted to the preferences of the listener, the option of selecting shows on YouTube causes television to sink. Initially, television had the advantage of live broadcasting, but new media gradually provided streaming and live broadcasting capabilities.

Because of the difficulty of competition in the new media era, opportunities for traditional media are limited at this level. With the advent of new media, traditional media has suffered in all aspects of journalism, including efficiency and scope of information dissemination. Print media has also been bypassed by new media archives, allowing old news to be stored and accessed again.

II. RESEARCH METHOD

Through a review of the literature, this article constructs a description of the approach with conceptual studies (Creswell, 2014). The analysis process is carried out by looking at several communication science studies in order to form a perspective devoted to viewing literature from the DEDUCTIVE - INTERPRETIVE perspective.

According to Denzin and Lincoln in Rorong (2019), descriptive perspectives tend to focus on how to view reality (usually social or psychological reality), which in its order always refers to structured approaches. The literature review in this paper was chosen because it has the potential to be studied in order to understand the theoretical perspective in research that there are numerous approaches to conducting a study.

This understanding is seen because not all studies must be studied with a research approach; the author's approach is to borrow a qualitative research study that stands on the type of literature review; this study is also able to stand with the baton on various supporting perspectives traditions, such as communication science, which has seven perspectives in its tradition. It is critical to understand that different approaches imply different "worldviews," and adopting a specific approach can influence how or in what way this Deductive-interpretive perspective is used to view constructivist literature studies.

The literature review will reflect a methodological approach with a broad perspective to determine the process and flow of thought using full interpretive thinking. Many methodological approaches are described in terms of the type of analysis performed, as evidenced by the reference list, which is comprised of secondary data derived from historical studies, archives, and documents to supplement the theoretical approach. Different approaches also involve various assumptions about what type of information (or knowledge) is important. This paper's literature review discusses published information in specific subject areas within the realm of communication science from a theoretical perspective of high complexity.

This paper's literature review is a simple summary of the source, but it usually follows an organizational pattern and combines summary and synthesis. A summary is a recap of important information from a source, whereas a synthesis is a reorganization of that information as well as providing a new interpretation of old material by linking several interpretations that have enough synthesis for a single study. This review of the literature, particularly in the Deductive-interpretive perspective, examines the intellectual development of the field, including the complexity of the theoretical perspective (communication).

A literature review can assess sources and advise readers on which are the most relevant. The primary goal of this literature review method perspective is to develop new arguments in the context of communication theory, and a paper that includes a literature review as one of its components. In this paper, the focus of the literature review method is to summarize and synthesize arguments and ideas without adding new contributions. The author's methodology for this study focuses on a

narrative analysis of theoretical perspectives, particularly in the study of communication. This study also employs a chronological review, with subsections for each theoretical perspective study beginning with the introduction and ending with the process of describing the sub-sub content. Thematic review subtopics will be based on descriptive analysis related to the theme, specifically in the Deductive-interpretive order.

III. RESULT AND DISCUSSION

New media has experienced a fairly rapid development in its implementation. It is undeniable that traditional media are really far behind in many ways. From the results of the study, there are several disparities between traditional media and new media, including:

- a. New media access is more efficient than traditional media.
- b. New media have a more intense closeness to society.
- c. The culture of media consumption has changed to become more efficient.
- d. Information on new media is more diverse.

Traditional media has experienced quite far behind in terms of information consumption. In contrast to printed or electronic information, new media content reflects a combination of audio, audio-visual, and print media at once. This indicates that the literacy prerequisites needed are very different (Rianto, 2011).

The argument above shows that the shift in meaning from people's habits greatly affects the existence of traditional media. In fact, the current state of traditional media is suspended. Technological developments in the media have progressed very far, even communication experts flocked to formulate new media theories. According to McQuaill in Qadaruddin (2013), one of the popular mass communication theories and is often used as a theoretical framework in studying the reality of mass communication is uses and gratifications. The uses and gratifications approach emphasizes mass communication research on the message or communication consumer and pays little attention to the message. Studies conducted in the realm of uses and gratifications try to answer the question: "Why do people use media and what do they use media for?"

The results of the study show that all new media theories basically have not found an up to date formulation. Of all the new media theories that are currently developing, there is no new formulation that even tends to adopt traditional media theory. From the results of this study, the author assumes that basically there is no new relevant theory and communication experts are considered late in formulating new media theory.

The delay of experts in formulating new media resulted in wild new media substance in reporting so that some online media did not admit that they were part of journalism. Several online media mention the difference between citizen journalism and reportage journalism. To avoid misconceptions in the media that are already wild, they argue that they are different from other journalistic institutions.

The development of the media that is too fast makes all experts overwhelmed in formulating new theories. The reason is, there are too many materials that must be reviewed in the new media. At this level, if new media have not found independence, traditional media are still more competent than new media.

The position of traditional media in terms of the formulation of the theory of experts is still considered more stable and credible. Despite losing in efficiency and flexibility, traditional media still have credibility aspects in formulating information through media theory. Ideally, traditional media must be more careful in providing information because the validity of data from traditional media must always be maintained. Therefore, a campaign is needed so that the public can be enlightened with the credibility in question.

The savagery of information on online media only causes a commotion in the community because of the many misperceptions that divide the community groups. In addition, public interest in provocative news has clouded the journalistic atmosphere in Indonesia.

At this level, traditional media still have opportunities in the function of information consumption. However, the credibility of traditional media will become even more attractive if it succeeds in marrying traditional media with new media. This formulation has not been discussed in depth by experts so far so that research so far has only focused on which media is better. The concept offered in this article is the collaboration between the efficiency and flexibility of new media and the credibility of traditional media. Likewise, this formulation can be a strategy for traditional media to keep information alive in the community.

1. Discussion

In the preceding explanation, it can be assumed that traditional media is far behind new media. The presence of new media causes traditional media to struggle and is predicted to become extinct within the next five to ten years. Essentially, the complexity of new media still has a negative side that traditional media can exploit. Print media still has a chance to compete with new media like online newspapers. Today's online newspapers are undergoing significant changes, giving ordinary people the opportunity to become journalists. In order to properly process information, journalists should ideally understand the code of ethics and be professional. It is true that everyone is a source of information, but the problem now is that everyone acts as a journalist.

Citizen journalism and blog journalism, which have been carried out by the news media, appear to be in a gray area with unclear regulations (Wardaya & Komari, 2011). Because of the ease with which ordinary people can create news sites, there is a lot of conflicting information circulating in the community. The credibility of this information can pique people's interest, causing them to return to reading print media. Professional journalists are unquestionably better equipped to present credible news and use ethical journalistic language. Print media cannot be said to be extinct because it retains loyal readers, even if their numbers are declining.

Similarly, it is possible that television will be able to compete in the new media era. In terms of content, new media platforms can already compete with television; additionally, there are no ethical constraints in new media, allowing them to broadcast freely. However, the number of audiovisual sources that prioritize clickbait over news purity is a stain on new media itself.

Television can provide meaningful information because the information on television media is filtered through several stages that determine the veracity of the news. Television is attempting to sell the veracity of this information in order to capture the public's attention. Furthermore, television is reviving new media so that it can compete with YouTube.

To compete, various strategies are employed in order to maximize the potential of traditional media. However, because traditional media has the potential to become extinct in the future, it is critical to immediately revamp the content. Print media that guarantees news credibility should be able to compete with hoax-prone digital newspapers. Print media is extremely unlikely to spread misinformation, whereas digital newspapers are more vulnerable to hoaxes due to the ease with which news can be deleted.

Another challenge for traditional media is the public's fascination with fake news, hoax news, and hot information, even when the truth cannot be proven. Traditional media must convince the public that it is more credible and trustworthy. The public's interest in garbage news cannot be overcome, but there are still some people who care about the accuracy of the media's news and information.

IV. CONCLUSION

The author draws several conclusions from the above explanation, including: First, the presence of new media has threatened the position of traditional media. The community's proximity to the device is the most important factor in the abandonment of traditional media. However, because new media has some shortcomings, traditional media must be able to survive in order to consistently provide credible news.

Second, traditional media employs a variety of strategies, such as combining traditional and new media. Technological advancements cannot be halted in order for technology collaboration with traditional media to continue. Improving content and campaigns about information validity is critical so that people can use traditional media as their primary source of information consumption.

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