

# Convergence of Radar Cirebon's Journalistic Works from Print Media to Digital Platforms

Alpin Ashary Muzhaffar<sup>1</sup>, Chairul Ardiansyah<sup>2</sup>, Ibnu Hiban Gymnastiar<sup>3</sup>, Farida Nurfalah<sup>4</sup>, Abdul Jalil Hermawan<sup>5</sup>

Faculty Social Science and Political Science, Communication Science, Universitas Swadaya Gunung Jati, Cirebon, Indonesia

Author Email: [alpinashary@gmail.com](mailto:alpinashary@gmail.com)<sup>1</sup>, [chairulardiansyah70@gmail.com](mailto:chairulardiansyah70@gmail.com)<sup>2</sup>, [hibanibnu77@gmail.com](mailto:hibanibnu77@gmail.com)<sup>3</sup>, [farida.nurfalah@ugj.ac.id](mailto:farida.nurfalah@ugj.ac.id)<sup>4</sup>, [ajhermawan.proximity@gmail.com](mailto:ajhermawan.proximity@gmail.com)<sup>5</sup>

**Abstract.** Media convergence is the integration of various platforms in the presentation of information that has become a phenomenon of the journalism industry. This research aims to analyze media convergence in improving the quality of journalistic work and the journalism industry's interpretation of media convergence. With a focus on changes in readers' content consumption habits. This research uses a qualitative approach. This data collection technique uses observation, interviews using purposive sampling techniques, and written document analysis. The unit of analysis of this research involved the general manager and journalists of Radar Cirebon as well as 3 students as news readers. The results showed that Radar Cirebon has implemented media convergence as a response to technological developments and changes in reader consumption patterns that want fast access to news and various formats. However, some aspects of convergence such as information presentation and ad bundling tactics still need to be optimized. The conclusion of this study confirms that although all dimensions of convergence have been implemented, evaluation and training of competent human resources are needed to improve the quality of journalistic works on various platforms of Radar Cirebon.

**Keywords:** Convergence, Digital Platforms, Integration, Journalism, Print Media

## 1 Introduction

Advances in information and communication technology have brought about significant changes in the media industry. Conventional media, known as mass media, such as newspapers, magazines, radio and television, have played an important role in disseminating information to the public. However, nowadays the reference of information is shifting from conventional to contemporary. If previously the audience had to wait for information to be delivered because they had to adjust the television schedule, now any information can be obtained at any time, there is no need to wait for the newspaper publication schedule or television broadcast to get the latest information because now information is available on social media and the internet [1]. According to [2], reported in Katadata.co.id the number of conventional media users has decreased. For example, television viewership in Indonesia fell from 93.3% in the first semester of 2019 to 90.7% in the first semester of 2020. This decline is due to the increase in digital users in Indonesia, which reached 221.6 million people in January 2024. This is equivalent to 79.5% of the entire Indonesian population (Komdigi, 2024). This shows that more than half of Indonesians have turned to the internet as a means to find the latest information. These changes force media companies to adapt, both in terms of products, information dissemination, ways of working, and business strategies.

The current media development has caused internet users in Indonesia to increase rapidly. The media industry must keep up with the times and technology to remain relevant to the current situation. Nukman Luthfie stated that print media has decreased in influence along with the emergence of new media that is more innovative and easily accessible. Convergence is now key in media development. Convergence, which is the integration of various media platforms in presenting information, has become a significant phenomenon in the journalism industry. Through convergence, media can reach a wider audience, many of whom now consume information through various digital devices such as mobile phones, tablets and computers.

Media convergence refers to the process of various forms of media that were previously separate, such as television, newspapers, radio, and the internet, becoming one media and complementing each other. [3] explains that media convergence refers to the process of content distribution across multiple media platforms, collaboration between different sectors of the media industry, as well as audience shifts between different types of media.

Jenkins' point is to invite us to see media not only as stand-alone entities but interconnected with each other or an ecosystem that is interconnected with each other. Convergence covers a considerable range, therefore, Gordon [4] categorizes convergence in the media industry into five dimensions, namely; ownership convergence, tactics convergence, structure convergence, information coverage convergence, and presentation or storytelling convergence.

According to research conducted by Chodidjah Makarim entitled "The Role of Television Mass Media and Early Childhood Character Education" as part of media convergence, television and other media function in providing information, educating, entertaining, and persuading [5]. The phenomenon of media development is certainly noticed by one of the media industries, namely Radar Cirebon. Radar Cirebon must immediately adjust to the changes in the market and ecosystem in the media industry, given that this sector is one of the most affected by digital development.

Based on this explanation, the researcher wants to raise the phenomenon of convergence in Radar Cirebon using the five dimensions of convergence according to Rich Gordon, namely convergence of ownership, convergence of structure, convergence of tactics, convergence of information presentation, and convergence of presentation and storytelling with the title "Convergence of Radar Cirebon Journalistic Works from Print Media to Digital Platform". In this research, the author has a problem formulation with the aim of identifying the positive role that media convergence can play in improving the quality of journalistic work. Furthermore, this research explores the journalism industry's interpretation of media convergence and explains the dynamics that occur in the practice and consumption of news in modern society. As such, this research is expected to provide deep insights into the challenges and opportunities faced by the media industry in the context of convergence.

## 2 Literature Review

Media convergence refers to the process of combining previously separate forms of media, such as television, newspapers, radio, and the internet, into a complementary whole. According to Jenkins (2006), media convergence is defined as "the flow of content across multiple media platforms, collaboration between different media industries, and shifting audiences across different media". Jenkins invites us to understand media not as separate entities, but as part of an interconnected ecosystem. Convergence covers a wide range of aspects, so Gordon (2003) categorizes media convergence into five dimensions, namely: convergence of ownership, convergence of tactics, convergence of structure, convergence of information coverage, and convergence of presentation or storytelling. As a product of the media industry, journalistic work is the result of the process of collecting, processing and presenting information about daily events. Etymologically, this term comes from the word journal which means record ([6]). Journalistic works include various forms, such as news, features, and editorials, which are presented through mass media such as newspapers, magazines, and the internet. Journalism also involves techniques and ethics in reporting and delivering information to the public.

The development of media today requires print media to continue to adapt. Print media is a communication tool printed on materials such as paper and cloth to convey messages or information [6]. Print media in Radar Cirebon is a daily newspaper or Radar Cirebon newspaper. The main elements of print media consist of text and visual images. Currently, existing types of print media include newspapers, tabloids, and magazines. Print media usually consists of sheets containing a number of words, images, or photos arranged in a color system and white pages. Platform can be understood as a means that serves to run a system in accordance with the program that has been designed. For example, in online learning, the platform used is based on digital technology. The digital platform is a set of software that works in an integrated manner to form and operate a system [7]. This software can be accessed through personal computers or Android-based devices. If used on Android systems, digital platforms can function as applications. Currently, digital platforms are in high demand due to the increasing number of smartphone users, which automatically increases traffic in cyberspace.

Conventional media is a traditional form of mass communication that existed before the advent of digital media. Examples include newspapers, magazines, radio and television. This media has a one-way communication nature, where information is conveyed from the provider to the audience without any direct interaction. Then, digital media is an internet technology-based platform used to disseminate information, such as social media, websites, mobile applications, and various other digital content. Digital media allows two-way interaction between users and information providers and provides easy access without being limited by distance and time. Unlike the development of conventional media that only changes in its physical form, media advancements driven by digital technology provide easy access to music, movies, and television programs via the internet. Media undergoes transformational developments in form, distribution methods, and storage methods. Digital media has an advantage over conventional media because it is able to integrate text, data, sound, and images in various formats, stored digitally, and distributed through the internet network.

In media convergence, journalistic production has experienced a shift in perspective. This triggered the researcher to take this topic with a research focus on aspects of analyzing media convergence in improving the quality of journalistic work and analyzing the interpretation of media convergence in the journalism industry by

looking at how digital platforms have changed audience habits in consuming news content. This study can reveal how the media industry's adaptation process to media convergence and find out how the journalism industry's interpretation of media convergence is now rife. In addition, previous studies have not explained the positive role of media convergence on the quality of journalistic work. Thus, this research makes a significant contribution regarding the role of media convergence in the current digital era.

One of the studies that explained media convergence was conducted [8] entitled "The Application of Newsroom Convergence in the Solopos Regional Media Editorial Room" This study used a qualitative descriptive method with data collection techniques through semi-structured interviews, observation, and documentation studies. Informants involved in this research include managing editors, content managers for print and online media, and Solopos reporters. The results revealed that the Solopos editorial team is currently implementing the newsroom 2.0 convergence model. In practice, content managers on each platform still have a dominant role in the multiplatform news production process, so that the flow of news is not fully centralized. Research conducted by Ainun Azizah in 2021 used a qualitative method with a case study approach. The subject of this research is Radar Cirebon newspaper, while the object focuses on the media convergence strategy implemented by the newspaper. This research examines the media convergence strategy based on the main theory of 3M media convergence transformation, which includes multimedia, multichannel, and multiplatform. Through this strategy, information can be delivered to the audience in various forms, such as audio, video, graphics, and text, through various channels, both physical and non-physical, as well as on various platforms, including print, electronic, and digital. In practice, Radar Cirebon integrates the power of print, television, and digital media to strengthen information dissemination [9].

Based on the previous research that has been submitted, there is a novelty in this research, namely the implementation of Rich Gordon's media convergence theory to analyze "Convergence of Radar Cirebon Journalistic Works from Print Media to Digital Platform". Through this theoretical approach, the researcher's focus is not only testing from the content gathering aspect of media convergence, but from various aspects such as advertising tactics, journalist expertise, and news presentation. Media convergence according to Rich Gordon emphasizes the process of media blending that can be considered from various dimensions, such as convergence of ownership, convergence of structure, convergence of tactics, convergence of information gathering, and convergence of presentation and storytelling.

### 3 Methods

The research uses a qualitative method used to research on natural object conditions, where the researcher is an important tool [10]. The object of this research is the manager of Radar Cirebon. Meanwhile, the subject of this research includes the convergence of Radar Cirebon media from print to digital. This research aims to analyze convergence in improving the quality of journalistic works and analyze the interpretation of the journalism industry on media convergence by looking at how digital platforms have changed the audience's content consumption habits. The research was conducted at the Radar Cirebon office located on Perjuangan street No. 9 Sunyaragi Sub-district, Kesambi District, Cirebon City. This research uses a qualitative approach by applying in-depth data collection techniques including interviews based on pre-made guidelines, direct observation, and analysis of written documents. The unit of analysis in this research is an individual who has a role in developing media convergence strategies and policies at Radar Cirebon and students as Radar Cirebon news readers.

Test credibility or validity of data researchers use triangulation. [10] states that data validity refers to the level of conformity between the data obtained from the object of research and the information that can be conveyed by the researcher. Triangulation in testing data credibility is defined as the process of verifying information obtained from various sources through various methods and at different times [10]. In this study, the triangulation technique used is the source triangulation technique, source triangulation as an analysis of the suitability of data or differences obtained from various sources, each data from different sources is analyzed to identify similarities, differences, and characteristics of each source, then the conclusions obtained are confirmed again to all sources to ensure the accuracy and validity of the data [10]. Data analysis in this study was carried out by reducing interview data or looking for important things according to the research topic, then presenting the data in a narrative manner, finally making conclusions from the findings during the research, then formulating it into descriptive data.

## 4 Results and Discussion

Technological advances have brought various developments, especially in the media industry, one of which is the emergence of convergent media by combining several technologies that are able to provide information in various formats. Convergence is a merging process that continuously occurs in various parts of the media such as technology, industry, content, and audiences. Convergence is an opportunity for conventional media to align itself with 21st century technology [11].

Research on media convergence in Radar Cirebon shows that there is a connection between content, technology, readers, and the media industry. Technological transformation encourages Radar Cirebon to adapt to the digital realm, thus experiencing the convergence process. The rapid development of digital technology has changed the pattern of information consumption in society, which now demands access to news quickly and efficiently. Realizing this need, Radar Cirebon innovated by establishing Radar Cirebon Online. The change in readers' habits also encourages Radar Cirebon to not only present news in the form of text, but also through photos, videos, and audio.

### 4.1 Ownership Convergence

Ownership convergence is a form of conglomeration in the media industry, where one parent company manages various types of media, such as print media, online media, and broadcast media [4].

#### 4.1.1 Development of Radar Cirebon

Jawa Pos is one of the largest media companies in Indonesia established since 1949 and known for its innovation in developing local media networks through Jawa Pos Group. One of its strategic products is Radar Cirebon, which was established in 1999 by H. Mahtum Mastoem and Dahlan Iskan as part of Jawa Pos Group's expansion in the western region of Java Island as part of regional expansion in West Java. Radar Cirebon was first published on December 20, 1999. Then in 2008, Radar Cirebon started to implement convergence strategy as a media diversification step, in order to reduce dependency on one type of activity, product, service, or investment. In the same year, Radar Cirebon established a television station called Radar Cirebon TV (RCTV) to expand its media coverage into broadcasting. Then, in 2015, the media launched the digital news portal [radarcirebon.com](http://radarcirebon.com) along with social media, marking its expansion into digital platforms to answer the challenges of the globalization era and meet the needs of readers who are increasingly digitally oriented. Jawa Pos Group serves as the parent company for Radar Cirebon.

Radar Cirebon daily newspaper and digital website [radarcirebon.disway.id](http://radarcirebon.disway.id) cooperate in cross-promoting and sharing content between print and online formats. In addition, Radar Cirebon also develops digital broadcasting media through RCTV (Radar Cirebon Television), which is connected to digital platforms thus forming a comprehensive media ecosystem and in accordance with the needs of local readers. As time goes by Radar Cirebon changed ownership group from Jawa Pos Group to Disway Media Group in 2024, with the development of media industry, Radar Cirebon adopted ownership convergence through integration with Disway Media Group, which enables collaboration between various platforms, including print, online, and broadcast media.

According to the data that researchers obtained from the company profile, Radar Cirebon has a relationship with Jawa Pos National Network in the process of news production and distribution with a map of information dissemination reaching 141 points throughout Indonesia. However, after moving the parent company to Disway Media Group in terms of production and distribution, Radar Cirebon is integrated with Disway National Network which is spread across 260 regions in Indonesia. This ownership convergence refers to the merging of different types of media under one parent company, which in this case is Disway Media Group. This convergence allows for wider content distribution and more efficient resource utilization, strengthening the position and reach of the media in responding to the increasingly diverse needs of readers.

### 4.2 Structural Convergence

Structural convergence relates to changes in the organization and internal structure of media companies in response to convergence. The aim of structural convergence is to create efficiency and synergy in content production and distribution. The rearrangement of organizational structure and division of labor is done to adjust to the needs of convergence [4].

#### 4.2.1 Organizational Structure of Radar Cirebon

The structure of Radar Cirebon has changed after media convergence. Initially, Radar Cirebon was one holding company that oversaw the daily newspaper Radar Cirebon, Radar Cirebon Television (RCTV), digital news portal Radar Cirebon Online, and social media Radar Cirebon. The more aggressive the goal for convergence, the more likely it is that the organizational description and structure will change [4]. Then, the structure change happened to Radar Cirebon. Currently, the media led by CEO Yanto S. Utomo is divided into several media subsidiaries.



**Figure 1.** Editorial Structure of Radar Cirebon Daily Newspaper  
 Source: [radarcirebon.id](http://radarcirebon.id)

In the process, Radar Cirebon had done a single newsroom model by entrusting one editor-in-chief to combine all its platforms in one room. However, this did not last long, because the scope was deemed too wide to accommodate several platforms. Then until now Radar Cirebon does not use the single newsroom model anymore in the process of news production and distribution so that it can optimize all platforms owned by Radar Cirebon. In the stage of news production and distribution, Radar Cirebon previously conducted a planning process aimed at determining news topics, sources, and selecting news that needs to be followed up. This process takes place in the newsroom which includes discussion of initial ideas to the implementation of the news search process in the field so that the quality of the news is maintained.

However, after convergence, meetings are not always held face-to-face because they can utilize the Whatsapp application to coordinate. Next, the editor-in-chief who also acts as a Key Opinion Leader will be responsible for overseeing the performance of journalists who are tasked with finding news and then writing it to be sent to the editor. Then, there is a team whose role is to design layouts both for newspapers, digital news portals, and social media so as to provide comfort for readers.

To maintain professionalism and work coordination in Radar Cirebon, the General Manager always holds a contemplation agenda or routine evaluation every month to all divisions in Radar Cirebon. This is important to ensure that they keep prioritizing the principle of journalistic code of ethics in reporting news.

### 4.3 Convergence of Information Coverage

The convergence of information coverage highlights journalists' ability to gather information from various sources and utilize various platforms. Journalists are expected to have multimedia skills, including writing, photography, video recording, and social media use. Today's society wants not only written content, but also visual content that illustrates an event.

#### 4.3.1 Information Coverage

During the information gathering stage, Radar Cirebon journalists are required to adapt to digital developments that demand them to present journalistic works in text, image, and video formats. In its implementation at Radar Cirebon, convergence involves journalists transitioning to a new work system where they no longer focus solely

on gathering news for a single media platform but also for other platforms. Following this, the news is submitted to editors who will determine which stories can be distributed across multiple platforms and which are limited to a single platform.

In the information or news coverage stage, Radar Cirebon is committed to positioning all of its platforms, both print and digital, as a clearing house of information, meaning that Radar Cirebon is a center for the collection and dissemination of information so that it continues to enjoy the full trust of the public.

In addition, Radar Cirebon also sets standards for its journalistic work by prioritizing important values such as covering both sides, which is a basic journalistic value that emphasizes equal objectivity toward all pros and cons of an issue. Furthermore, the 5W + 1H question framework—What, When, Who, Where, Why, and How—is also essential in the reporting process for journalists, ensuring that the news obtained is timely, factual, and comprehensive.

#### **4.3.2 Journalistic Skills**

The development of media is now increasingly shifting from print to digital. In today's digital age, the public prefers journalistic works that emphasize the visual impact of an event. Radar Cirebon has innovated by conducting training for its journalists, such as training in photography techniques, interview techniques with sources, and training in the use of digital platforms such as social media, data analytics tools, and multimedia editing software. Mastering these technologies enables them to create high-quality, adaptive journalistic works tailored to the needs of modern readers. In response to the convergence trend, Radar Cirebon focuses on producing text and audiovisual content, aiming to reach readers across various platforms.

Radar Cirebon has not yet fully implemented convergence optimally. This is evident from several journalists who have not yet mastered the characteristics of the various platforms used, especially in the field of television. The differences in television scriptwriting and the simultaneous collection of data, video, and images pose challenges that have not yet been fully mastered by some journalists. Based on the research findings, Radar Cirebon has implemented one of the media convergence concepts mentioned by Rich Gordon (2003:69), namely information coverage convergence, although it is not yet optimal.

#### **4.4 Tactical Convergence**

The advent of the internet may have prompted traditional media companies in the late 1990s to engage in what Gordon (2003:65) refers to as tactical convergence. Tactical convergence is a form of cooperation involving cross-promotion and the exchange of information obtained from cooperating media outlets [4].

##### **4.4.1 Content Collaboration**

Radar Cirebon utilizes various platforms through a media convergence strategy that includes the use of multimedia and multichannel to deliver content consistently by implementing effective content distribution through news promotion on various channels, such as social media and websites. “Radar Cirebon has been collaborating with Google through the Google News Initiative (GNI) program, with technical and content support since 2018. In 2024, Radar Cirebon also collaborated with Meta Singapore to develop their media platform on Facebook” (Results of an interview with Radar Cirebon General Manager Yuda Sanjaya, January 2025). Radar Cirebon maximizes the quality of its news and expands its readership by partnering with Google through the Google News Initiative (GNI) program. This support includes the use of technology to improve the performance of the Radar Cirebon website and create a dynamic user experience through Web Stories. Educational sessions, such as webinars and workshops, help Radar Cirebon understand Core Web Vitals metrics and the importance of improving website performance to support long-term business goals. Additionally, Radar Cirebon is collaborating with Meta Singapore to develop its presence on social media platforms, particularly Facebook.

- Peningkatan pageview 2x lipat untuk artikel Web Stories mereka

- Peningkatan pendapatan 99% setelah dua bulan penerapan

Peningkatan kepercayaan diri untuk bersaing dengan organisasi media yang lebih besar menggunakan konten lokal dan teknologi Web Stories inovatif yang diadopsi lewat program GNI Local News Foundry

Saat ini, tim pengembangan Radar Cirebon telah memiliki lebih banyak pengetahuan teknis dan keterampilan digital untuk memantau performa situs dan user engagement mereka berdasarkan berita yang trending.



**Figure 2.** Radar Cirebon collaboration With Google News Initiative  
 Source: Google New Initiative, 2025

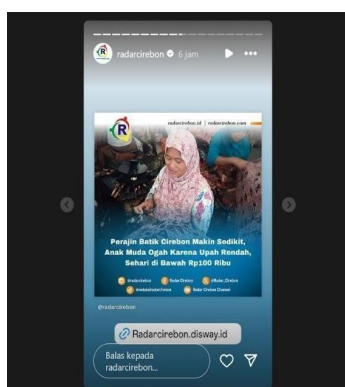
The phenomenon of changing reader consumption patterns has led Radar Cirebon to differentiate the content of its digital media and newspapers by understanding readers' preferences and habits in accessing news, such as news coverage on social media versus newspapers or Radar Cirebon Online.

#### 4.4.2 Cross Promotion

To attract entrepreneurs, donors, and advertisers, Radar Cirebon makes offers by utilizing various platforms it owns. This is to match the needs of advertisers with the reader segmentation of Radar Cirebon from each platform. Of course, this provides an opportunity for advertisers to display their products on various platforms owned by Radar Cirebon.

However, Yuda Sanjaya, General Manager of Radar Cirebon, revealed that in its implementation, the convergence carried out by Radar Cirebon has not yet reached an optimal level. This is due to the tendency of several advertisers who still choose to display their advertisements on a specific platform because advertisers view Radar Cirebon as still being a regional or local media outlet.

Meanwhile, Radar Cirebon has provided advertising packages that cover various platforms, including online, print, and television. This condition certainly has an impact on the sustainability of media convergence implemented by Radar Cirebon. The inability to attract advertisers to advertise on various platforms simultaneously has hampered the media convergence process carried out by Radar Cirebon. As a result, the implementation of this convergence has not yet been optimized from a business perspective. Radar Cirebon utilizes cross-promotion across multiple media platforms to distribute news content and weekly coverage, which is then promoted through the Instagram account @radarcirebon. Readers have access to the Radar Cirebon news portal, which can be accessed via the websites [radarcirebon.disway.id](http://radarcirebon.disway.id) and [radarcirebon.id](http://radarcirebon.id). Specifically, for [radarcirebon.bacakor.co](http://radarcirebon.bacakor.co), this is a digital platform that provides all the pages found in the printed edition of Radar Cirebon. Thus, readers who want to see the physical version of the newspaper are no longer limited by location, as they can access it by clicking [radarcirebon.bacakor.co](http://radarcirebon.bacakor.co).



**Figure 3.** Integration of Hyperlink Media Radar Cirebon  
 Source: Radar Cirebon's Instagram, 2025

Radar Cirebon's strategy of promoting news through social media and websites demonstrates a comprehensive approach to addressing the challenges of the digital age. Radar Cirebon uses its Instagram platform @radarcirebon to reach a wide audience by integrating hyperlinks that direct readers to its news portal, Radar Cirebon Online. By leveraging technology to enhance accessibility and interaction with readers, Radar Cirebon not only strengthens its position as a trusted news source but also contributes to the development of the media ecosystem in Cirebon.

#### 4.5.1 Utilization of Multimedia Technology

Multimedia refers to the process of creating and providing information or content in various formats, including text, photos, infographics, audio, and video.



**Figure 4.** Infographic Content on Radar Cirebon Online  
 Source: <https://radarcirebon.disway.id>

To support journalists in the field, Radar Cirebon management provides various necessary facilities, such as cameras and smartphones, to enable the submission of reports in the form of photos or videos.

#### 4.5.2. Interactivity

Based on the interview data collected by the researcher, it can be seen that the interactivity of Radar Cirebon readers on digital media such as Instagram (@radarcirebon 616k), Facebook (Radar Cirebon 300k), TikTok (Radar Cirebon Group 87k), and [radarcirebon.disway.id](https://radarcirebon.disway.id) reaches more than 8 million readers every month.



**Figure 5.** Media Coverage of Radar Cirebon  
 Source: Radar Cirebon Company Profile, 2025

From the data collected by researchers from company profiles and interviews, around 700,000 readers come from the Cirebon area, while the rest come from outside the city, including Jakarta, Surabaya, Bandung, and other major cities. Additionally, the number of interactions on Radar Cirebon's social media platforms totals 45 million interactions per month, with 1.3 million originating from Cirebon and the remainder from outside the city, despite the issues being discussed being related to Cirebon or Ciayumajakuning.



Based on interviews with Radar Cirebon readers who are students, most of them access Radar Cirebon content through their Instagram accounts because they consider the news to be more concise. Their favorite topics are news related to Cirebon. In addition, a few of those interviewed by the researchers still consume news from conventional media such as newspapers.

Thus, this data shows that Radar Cirebon has not only succeeded in reaching local readers but has also been able to attract readers from various regions in Indonesia. This reflects the interactivity and appeal of the content presented, which has created significant engagement on social media. Therefore, it is important for Radar Cirebon to continue developing effective media convergence strategies to maintain and enhance reader engagement, as well as strengthen its position as a trusted source of information in the digital age.

## 5 Conclusion

Based on the findings, it can be concluded that Radar Cirebon has implemented various convergences to adapt to the dynamics of the media industry, including ownership convergence that integrates print, digital, and broadcasting formats. The shift toward a more decentralized organizational structure has improved management and news production efficiency. While successful in content collaboration and cross-promotion, challenges remain in attracting advertisers to advertise across all platforms. Journalists at Radar Cirebon are also required to master various news formats, though not all journalists fully understand the characteristics of each platform, particularly TV. The convergence of news presentations through multimedia technology has increased interactivity on social media, though content convergence still needs improvement. Overall, Radar Cirebon demonstrates the adaptability and innovation required to compete in the modern media landscape.

## References

- [1] A. J. Hermawan, "SELEBRITAS VANESSA ANGEL DALAM INFOTAINMENT Abdul Jalil Hermawan Perkembangan jurnanisme melaju dengan begitu untuk mendapatkan informasi terbaru . Tetapi walaupun perkembangan dunia jurnanisme bukan hanya dari cara penyajian konten berita , Kehadiran den," vol. 11, no. 1, 2023.
- [2] Y. Puspatisa, "Media Konvensional di Indonesia Menuju Senjakala," Katadata. Accessed: Feb. 04, 2024. [Online]. Available: <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/adb812f4b047394/media-konvensional-di-indonesia-menuju-senjakala>
- [3] H. Jenkins, *Convergence Culture Where Old and New Media Collide*. New York: New York Press, 2006.
- [4] R. Gordon, "Convergence defined (The Meanings and Implications of Convergence)," *Online Journal. Rev.*, Jan. 2003, Accessed: Feb. 05, 2025. [Online]. Available: [https://www.academia.edu/948528/Convergence\\_defined\\_The\\_Meanings\\_and\\_Implications\\_of\\_Convergence](https://www.academia.edu/948528/Convergence_defined_The_Meanings_and_Implications_of_Convergence)
- [5] W. Lanandie, W. A. Cahyadi, A. P. Rachmanto, A. J. Hermawan, U. Swadaya, and G. Jati, "RCTV ' s " Wewara " Program in Preserving Cirebon Local," vol. 3, pp. 237–246, 2024.
- [6] M. Hikmat Mahi, "Jurnalistik: Literary Journalism," PRENADAMEDIA GROUP. Accessed: Feb. 05, 2025. [Online]. Available: [https://etheses.uinsgd.ac.id/16269/1/BUKU\\_JURNALISTIK\\_OK.pdf](https://etheses.uinsgd.ac.id/16269/1/BUKU_JURNALISTIK_OK.pdf)
- [7] T. W. K. Kurniasari and A. Rahman, "Perlindungan Hukum Bagi Pelaku Usaha Umkm Terhadap Penyalahgunaan Posisi Dominan Platform Digital : Marketplace Melalui Penetapan Harga Dan Penguasaan Pasar," *REUSAM J. Ilmu Huk.*, vol. 10, no. 2, p. 131, 2023, doi: 10.29103/reusam.v10i2.9577.
- [8] R. Elisha and W. Putri, "Penerapan Konvergensi Newsroom Dalam Ruang Redaksi Media Regional Solopos Application of Newsroom Convergence in Regional Media Solopos Newsroom," *J. Komun. dan Media*, vol. 03, no. 01, pp. 29–42, 2022.
- [9] A. Azizah, "Strategi Konvergensi Media Cetak pada Surat Kabar Radar Cirebon," *Skripsi*, pp. 1–156, 2021.
- [10] Sugiyono, *Metode Penelitian Kuantitatif Dan Kualitatif Serta R&D*, no. April. 2013.
- [11] Tika Yulianti, "Eksistensi Media Massa Konvensional Di Tengah Terpaan Media Baru (New Media)," *J. Kaji. dan Terap. Media*, vol. 1, no. 1, pp. 1–10, 2020.