



ANALYSYS OF THE DEVELOPMENT OF DIGITAL TECHNOLOGY ON THE NEWSPAPER THE RADAR SAMPIT

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Abstract

The development of digital technology is slowly changing people's habits in obtaining information. Information needs are now easily obtained quickly, can be accessed anytime and anywhere. This has an impact on the print media industry including newspapers. Newspapers or newspapers are one of the media that convey information about an event or current news. Newspapers are one of the oldest media for disseminating information. Inside they cover a variety of information ranging from crime, politics, editorials, to weather forecasts. Newspapers in print form have been in demand by the public since a long time ago. In addition to presenting the information that has been posted on the pages of newspapers, this media is also easy to obtain through mobile sellers or direct subscriptions. However, along with technological developments, newspapers have begun to be abandoned by their readers. People in the modern era have switched to digital news media in the form of a web (online) which can be accessed via a device or computer in real time, easily and quickly. Apart from that, online news is also considered more practical and free.

The decline in the newspaper industry has already begun to be felt. National scale newspaper printing editorial office. They have changed their direction into digital media. This is because people's interest in reading news wants to be practical in the digitalization era. Not infrequently, many online media companies are starting to grow and develop ahead of print media. However, the existence of newspapers which have begun to fade on a national scale is not really felt in the print media industry on a local scale in Central Kalimantan. The local people of Central Kalimantan, especially East Kotawaringin Regency (Kotim), are still looking for newspapers as news media in the area. Even though online media is also starting to grow and develop in East Timor, the existence of print media outperforms online media which is also locally based.

Keywords: Media Convergence, Newspaper and Digital Technology

INTRODUCTION

Information has long been a fundamental need for humans. Information is data that has been processed into a meaningful form for the recipient and is useful in making decisions now or in the future (Kelly, 2011:10). The information needed by the public can serve as a medium for them to understand current events. One such type of information frequently sought by the public is news. Information, defined as stories or descriptions of current events (according to the Indonesian Dictionary – KBBI), has become an essential necessity for society. Various methods are used by people to obtain up-to-date and interesting news to read. Therefore, with the public's demand for information, news has long become a business commodity.

According to Ilham Prigunanto in his book *The Practice of Communication Science in Daily Life*, the development of communication and news technology today shows the proliferation of media within society, resulting in a rising demand for news. In this advanced era, people expect to receive updates on events quickly and instantly. In line with the rapid growth of communication technology especially the internet media has become an influential force affecting all levels of society, from the

upper class to the lower class. Media holds significant power in shaping public life, especially in influencing attitudes, character, and behavior.

One communication and news technology that has developed today is the smartphone, which serves as a medium for quickly and easily accessing all kinds of news through digital media. People now use smartphones as tools for both communication and accessing news. With the rapid advancement of smartphone technology and the availability of internet-connected applications, the shift toward digital media continues to grow, and society is increasingly adopting the digital era.

The rapid advancement of technology has changed traditional ways in which people access information in the form of news. This rapid technological development allows readers to easily and quickly find the information they want. The rise of digital-based and easily accessible online media services has made it even easier for the public to obtain real-time news. This is an impact of the communication revolution. According to Dissayanake, the communication revolution is an explosion (or exploration) of communication technology. This revolution has shifted the print media industry's role in news distribution. Print media, which typically provides news at certain intervals, is now less favored by today's audience. In addition to its non-real-time nature, print newspapers also require physical distribution and purchasing, making them seem outdated and less efficient in today's digital age.

Newspapers, which have long been a primary medium for news, are now beginning to be abandoned. Some have started to evolve and innovate into digital media to retain their audience's attention. This trend is especially common in major cities across Indonesia. However, this is not the case for local print media. Local newspapers in Central Kalimantan still exist and are still favored by the local community. Although not as dominant as before, newspapers remain a primary source of local news and information for the community. Discussing newspapers is interesting because it relates to the transition from analog to digital technology. The emergence of various new media correlates with how society accesses information. A current phenomenon in media development is the convergence of media, telecommunications, and computer technologies (Straubhaar, 2009).

The print media industry may fall far behind if it relies solely on national news, as national news is already provided through freely accessible online digital media. However, this is not the case for local news. Local information from Central Kalimantan is still sought after by the public in print media. This is because public interest in exploring in-depth regional news remains relatively low. Thus, the news featured on printed newspaper pages is still a popular choice. People can gain a quick overview of events in their region just by looking at the newspaper. Moreover, the news presented in newspapers tends to be more comprehensive compared to online media. This is one reason why newspapers in Central Kalimantan, such as *Radar Sampit*, continue to exist amid rapid digital development.

The growing need for interactive communication allowing people to share without delay highlights a key weakness of conventional technology. Conversely, it has become one of the main

drivers of the media convergence trend, providing audiences with more media options and increasingly diverse content (Grant and Wilkinson, 2009). From this media convergence came the early form of the digital newspaper, which can be easily accessed by anyone through their devices. This is exactly what *Radar Sampit* has done.

METHOD

The method used in this research is a qualitative research method. Qualitative research is a type of research that explores and seeks to understand the meaning held by individuals or groups associated with a social issue (Creswell, 2016). Based on the existing circumstances, the study selected the office of *Radar Sampit*, a local daily print media outlet that continues to publish to this day, as the research location, with the daily newspaper itself serving as the main subject. In addition, a comparison will be made with a local online-based media outlet in the same region, namely *beritasampit.com*. This research will be conducted over a period of approximately two months.

The reason the researcher chose to conduct this study within a specific regional scope is to avoid potential obstacles that may disrupt the research process—such as issues related to the content being published or the readership reach. *Radar Sampit's* news office remains focused on publishing news in the form of printed newspapers, allowing the research to concentrate on a single objective. Moreover, most previous studies have only focused on national newspaper editions.

This study also includes interviews with 15 respondents: 10 of them are newspaper readers, and 5 are staff members from the editorial team at *Radar Sampit*. Data will be collected through these interviews. Additionally, observations will be carried out on retail newspaper sales in order to obtain data on the age range of newspaper readers.

RESULTS AND DISCUSSION

The Influence of the Digital Era and Its Challenges for Print Media, Especially Local Print Media, One of the impacts of the digitalization era, which also presents a challenge for print media especially local print media is the speed at which news can be published. The daily newspaper that focuses on local news in the Kotawaringin area faces the challenge of public habits, where a large portion of the population is not very interested in local news. Furthermore, much of the news presented is related to government or politics, which reduces its appeal to a society that is more drawn to infotainment and national news.

Some of the technological developments affecting *Radar Sampit* can be seen through the lens of media convergence, which includes:

1. Advanced Technology

Amid the rapid advancement of modern technology, it is undeniable that older media formats, such as print media, are slowly being overtaken. As technology grows rapidly, many

online-based media platforms have emerged. Online media, which can publish news at any time and very quickly, has become the main competitor of *Radar Sampit*. Aware of these technological developments, *Radar Sampit* continues to make improvements and provide standout news especially topics that are popular among the public, such as crime. In addition, publishing government performance has become one of *Radar Sampit*'s main reporting strategies.

A major impact faced by *Radar Sampit* in terms of convergence is the volume of news published by online media. They risk falling behind if they only rely on printed newspapers and straight news stories that are typically popular among readers. As a response, *Radar Sampit* collaborates with government institutions to jointly publish and document their best achievements for the public. Additionally, the presence of other print media outlets is another challenge for *Radar Sampit*, as it must deliver engaging stories to capture the attention of both the public and readers from government or business circles.

To keep up with its competitors especially online media *Radar Sampit* continues its efforts to improve. The name “*Radar Sampit*,” already familiar and well-known to the people of Sampit City, has become an advantage, opening opportunities for the news office to expand its presence in the online world. Recognizing this potential, *Radar Sampit* has embraced media convergence by implementing several initiatives to deliver news directly to readers through their gadgets. *Radar Sampit* is now no longer focused solely on print newspapers. It also offers a Digital Newspaper and a website-based news platform. The website, radarsampit.com, was created to compete with other emerging online media outlets, especially in Sampit City and even Central Kalimantan. The established brand name made launching an online platform relatively easy.

Various efforts have been made by *Radar Sampit* to survive in the digital era. In its news delivery particularly through its website, www.radarsampit.com “*Radar Sampit*” continuously strives to provide credible and timely straight news, such as crime reports. Meanwhile, its print version provides more in-depth analysis and more comprehensive and up-to-date information compared to the online content. To keep up with online competitors, *Radar Sampit* has embraced media convergence by entering the web-based and social media-driven digital industry. The goal is to deliver information to readers as quickly as possible while making news more accessible via the internet.

As is known, media convergence is a condition that print publishers must fully adapt to by improving the quality of their human resources in media companies and mastering technology (Kompas, in Sugiya, 2012). The world continues to evolve year after year. Alongside this progression, the digital era also continues to transform. These changes impact all industries, including the media sector. Given today’s advanced technology, media outlets are expected to continually evolve in step with the times. By recognizing opportunities and taking stock of human resource potential, the staff at *Radar Sampit* must innovate to keep pace with technological advancement.

Maintaining trustworthy yet appealing content is one of *Radar Sampit*'s strategies to remain competitive in an era of rapid technological change. This allows *Radar Sampit* to stay one step ahead of its competitors. According to Asep Syamsul Rhomli in his book *Journalism: A Guide to Managing Online Media* (Nuansa, Bandung, 2012), online media is the third generation of mass media following print and electronic media. Online media, also known as cyber journalism, is journalism that is produced and distributed via the internet.

Radar Sampit, a daily newspaper, began transitioning to online media with the rise of social media in 2013. It began recognizing new opportunities in the online media industry. The use of platforms like Instagram, Facebook, and websites was adopted to distribute news content to readers. The challenge was in producing content and news that differed from other online and print media. To attract readers, *Radar Sampit* delivers unique information with headlines crafted to be more engaging than those of its competitors. Choosing the right news angles and placing eye-catching illustrations are some of the techniques used by *Radar Sampit* to grow and maintain reader interest.

A primary challenge facing print media today is delivering news quickly to readers. The ease of accessing information through smartphones pushes print newspapers to evolve through media convergence. As is known, media and telecommunications convergence in digitalization refers to multimedia communication formats. Multimedia is generally described as the integration of various media forms (Fiddler, 2003).

2. The Proliferation of Hoax News

The rapid development of technology and its accessibility has allowed anyone to share information quickly. This also affects the media industry. As a result, this technological advancement impacts how print media delivers news. *Radar Sampit* must make every effort to avoid spreading hoaxes. Greater caution is needed in filtering which news is appropriate to publish, as well as in clarifying hoaxes that may have circulated in the community. This aligns with the findings of a survey conducted by the Ministry of Communication and Information Technology of the Republic of Indonesia :



Figure 1: Diagram of the Most Common Platforms for Hoax News Dissemination

From the diagram above, it can be seen that the dissemination of hoax news is most prevalent on social media and online news platforms. This is because internet-based media is easily accessible to anyone. The rapid development of technology enables individuals to spread information quickly and effortlessly. Meanwhile, print media ranks lowest in hoax news dissemination. This is because printed news must go through a selection and verification process and is filtered by professional personnel.

The daily newspaper Radar Sampit strives to integrate both print and online media. Typically, news reported by journalists in the field and published on online platforms will differ and be incomplete compared to print. The full version of the news, complete with supporting data and information, is published in the printed edition. This approach helps ensure the news presented to readers is free from hoaxes. To address this issue, Radar Sampit requires its journalists to seek information from reliable and competent sources for every issue or news item. This ensures that the published news is accountable and trustworthy.

Technological advancements affect both how news is delivered and the media used to access it. The rapid spread of information today forces the print media industry to also deliver news quickly to readers. In addition, they are also expected to provide original and hoax-free news. Competition today is no longer only about interesting content but also about the ease and speed of access to information. Therefore, not only the media itself must adapt, but Radar Sampit journalists must also grow in line with the current digital era.

It's not only the news platforms that need to evolve in delivering information journalists must also keep up. In the past, journalists had a full day to investigate and write a single story. Now, the challenge is to quickly produce journalistic content. The resulting information is first delivered online, and later enhanced with more details to be presented in the printed newspaper in a more complete and appealing format.

3. News Delivery

One of the biggest challenges for the print media industry today is the relatively slow delivery of information. Printed newspapers can only publish news one day after it is written. This delay is one of the reasons people are beginning to abandon newspapers. Therefore, the challenge is how Radar Sampit can compete in terms of news delivery speed.

The name "Radar Sampit," already well known in the city of Sampit, presents an opportunity for the news agency to easily develop its news delivery methods. This was proven when Radarsampit.com was launched, as the public tended to prefer it over other news websites. According to Radar Sampit's marketing manager Tono Triyono, Radarsampit.com receives hundreds of visitors daily, which is significantly higher compared to similar news sites like Beritasampit.com, which only sees dozens of daily visitors.

Today, the biggest competition in media is delivering news quickly to readers through their gadgets. Unlike newspapers that must wait until the next day to publish stories, online news can be

accessed instantly. Moreover, readers only need to click on social media links or the Radar Sampit website to receive news quickly and for free. This is one of the reasons why Radar Sampit remains relevant despite the rapid technological advancements. The main challenge is the speed of news delivery. With the rise of online-based media, Radar Sampit has been compelled to make changes. They have benefited from being a well-known name in the community, which helps them reach a wider audience, including politicians, students, and the general public.

4. Cost and Accessibility of News

Another impact of rapid digital technological advancement is the decline in newspaper sales. In the past, newspapers were in high demand, but today they are mostly purchased by older individuals or office staff. The affordability and ease of accessing online news pose a major challenge for Radar Sampit in reaching readers. The decline in interest in print media has forced Radar Sampit to innovate to remain relevant in the digital era. Cheap access to online news makes it more appealing to the public. With just a smartphone and internet connection, people can read news easily and quickly.

This rapid technological progress has negatively affected newspaper readership. Since the rise of social media, newspaper readers have drastically declined. As a result, Radar Sampit must also enter the digital space to remain active and attractive to the public.

Reader interest in newspapers is now mostly found among older age groups. Newspapers are now mostly read by people aged 50 and above. This is evident from street vendors who sell only 5 to 10 copies daily, targeting customers aged 50 and above. Their reason is that newspaper content has long been considered trustworthy.

The rapid development of modern technology has significantly affected media industries that rely on traditional news dissemination. The ease and low cost of accessing information are the main reasons for the sharp decline in newspaper readership. This is evident in the decreasing number of newspaper buyers and subscribers, both for national and local publications. With almost everyone owning a gadget, accessing news online has become easier. For the print newspaper industry, strategies are needed to survive and compete in the digital age. Media convergence efforts continue in line with technological advancements. However, to maintain reader trust, Radar Sampit has implemented several strategies to stay relevant, such as:

a. Providing Excellent Service to Readers

In addition to media convergence as a way to compete in today's digital era, maintaining public trust is essential so that people remain loyal to Radar Sampit's journalistic products. Good management provides its own satisfaction in the eyes of readers. This can be proven by the number of advertisements and contractual news published daily in Radar Sampit, indicating the public's strong trust. A balanced ratio of ads to news reflects a healthy media outlet and is also part of a strategy to instill trust in the public.

Radar Sampit continues to build relationships with companies, government institutions, and politicians to foster cooperation through advertising and news coverage. Trust is built through healthy and productive relationships. To maintain these partnerships and build public trust, Radar Sampit launched an e-paper and news portal that can be accessed easily through readers' gadgets, allowing them to reach a wider audience.

The availability of a digital newspaper that can be accessed via smartphones gives Radar Sampit an advantage in the eyes of readers. Readers no longer need to buy physical newspapers. By purchasing a digital version, all content published in that day's edition of Radar Sampit can be read instantly on their smartphones making access easier without diminishing the values and characteristics of traditional newspaper formats.

b. Innovating with New Ideas

To remain relevant amid the increasing number of digital competitors in today's modern era, continuous innovation is essential. News content must be made more engaging, and new methods of delivering information must be developed to keep up with rapid technological progress. To that end, Radar Sampit has begun innovating with video- and audio-based news formats to attract readers. They have expanded into social media platforms and YouTube to present their news products.

Radar Sampit also uses popular platforms like YouTube to promote their journalistic content. In addition to written news, they now develop video-based news content. This allows audiences to watch rather than read, making information more accessible. This model is seen as easy, affordable, and practical for readers.

The launch of Radar Sampit's YouTube channel proves that the company continues to innovate in media convergence as a response to the rapid development of technology. The news on their YouTube channel is adapted from print content, transformed into audio, and accompanied by video. This also impacts field journalists, who now must gather visuals along with information. As a result, a single news item can be published simultaneously in three different formats: print, website, and video on YouTube.





Figure 2: Media Convergence by Radar Sampit

Innovation is the effort to create and implement something into a unified combination. Through innovation, one can add value to products, services, work processes, and policies—not only within educational institutions but also among stakeholders (Joseph Schumpeter, 1934). In today's rapid technological development, individuals must innovate to avoid being left behind. Recognizing the opportunities provided by technological advancements is key to staying competitive in this sophisticated era. Therefore, out-of-the-box ideas are needed to capture public attention.

Radar Sampit continues to implement changes and updates in line with contemporary developments. The content produced is made more appealing to attract readers. Straight news stories are often presented with a touch of feature-style writing to make them more engaging. In terms of design, articles are complemented with images and illustrations that not only enhance visual appeal but also contain hidden information to enrich the context.

The digitalization era has significantly impacted print newspapers, yet Radar Sampit remains relevant through various strategic efforts. A SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) reveals the following insights:

a. Strengths

Radar Sampit's strengths lie in its well-established name and human resources. These assets make it a trusted media outlet in the Sampit region, enabling it to easily attract businesses, government agencies, and other clients for news contracts and advertising. Furthermore, Radar Sampit is part of the larger Jawa Pos Group, providing strong organizational support.

Its greatest strength is leveraging human resources to build solid relationships that lead to collaborative opportunities. Radar Sampit heavily relies on news contracts, especially for documenting and publicizing governmental activities. The journalists are also expected to utilize their skills to seize opportunities that fulfill readers' needs. Public trust is another significant strength, making Radar Sampit a preferred partner for advertising and news coverage.

b. Weaknesses

Radar Sampit's main weaknesses are the declining public interest in printed newspapers and the public's growing apathy toward local news. These issues challenge the organization to improve and adapt. However, by implementing media convergence, Radar Sampit can maintain

a strong presence in the public's consciousness and foster a positive image that facilitates external partnerships.

c. Opportunities

Opportunities serve as smart strategies to remain competitive. By leveraging its established name, Radar Sampit can continue to transform and align with trends that appeal to modern audiences. One of its key opportunities lies in the trusted content it delivers, which strengthens its reputation among readers. This reputation allows Radar Sampit to easily transition into digital formats, expanding its reach to broader audiences.

d. Threats

Ongoing threats include the consistent decline in print newspaper readership, with many people turning to digital platforms such as websites and social media (e.g., Facebook and Instagram). This is a major challenge for Radar Sampit, which must continuously generate fresh ideas to remain competitive in the digital space.

From the SWOT analysis above, Radar Sampit can implement several strategies:

1. Offering Competitive Pricing

Price is a critical factor in attracting consumers and is one of the most effective strategies. Appropriate pricing not only benefits the company but also satisfies consumers who feel they are receiving value. A competitive price helps position a company favorably among consumers, becoming an advantage over competitors. According to Kotler (1984), pricing strategies aim to ensure business sustainability, increase profits, gain market share, and achieve product leadership. From the SWOT analysis, a suitable pricing strategy is essential to attract and retain customers.

2. Expanding Target Markets

Target markets refer to the demographic groups the product is intended for. These groups are usually segmented by age and preferences. By understanding these segments, a company can tailor its products to reach a wider audience. Radar Sampit seeks to broaden its consumer base by introducing innovative products and embracing digital technologies. One such initiative is the e-paper, a form of media convergence, which allows Radar Sampit to reach consumers across all age groups through smart devices.

3. Conducting Promotions

Once the target market is identified, promotion becomes essential. Radar Sampit must promote its brand to succeed in the competitive print media industry. By leveraging technological advantages and its well-known name, Radar Sampit can carry out promotions easily and cost-effectively. In today's digital age, promotional activities are more accessible and affordable. Utilizing current trends, Radar Sampit promotes its products efficiently, enabling them to reach a broader consumer base.

CONCLUSION

Based on the explanation above, the following conclusions can be drawn:

1. Technological developments today have significantly impacted all print media industries, including local newspapers. This is due to the increasing ease of accessing and disseminating information in today's era, which has led readers to abandon traditional methods such as subscribing to or purchasing printed newspapers. The information they need is now readily available at their fingertips. In addition to influencing public habits and preferences in obtaining information, the digital era has also affected news publishing. Printed newspapers are far slower compared to online media, which can publish news instantly. Therefore, the editorial team at Radar Sampit must develop effective strategies and remain alert to opportunities in order to compete in today's fast-paced digital landscape.
2. Although technological advances have indeed impacted Radar Sampit, the local community's seeming indifference toward regional news has ironically contributed to the continued appeal of local newspapers for some individuals. Moreover, the ease of sharing information through modern technology has made news increasingly vulnerable to hoaxes. As a result, some segments of the population still rely on newspapers for reliable and accountable news reporting.
3. Recognizing this opportunity, Radar Sampit a name already familiar to residents of East Kotawaringin Regency has used it as a foundation for implementing media convergence. This is part of Radar Sampit's strategy to remain relevant amid rapid technological advancement. By introducing digital versions of the newspaper, launching a website, and establishing social media accounts and a YouTube channel, Radar Sampit has maintained its presence in the public sphere. This wide recognition facilitates the newspaper's ability to attract partners for both news coverage and advertising. Furthermore, due to its strong reputation in the city of Sampit, Radar Sampit is trusted by the government to document and report its best achievements. This trust has allowed Radar Sampit to remain relevant to this day through partnerships and collaborations across both public and private sectors.

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