



The Changing Nature of News Media: Exploring The Impact of Digitalization And Social Media on Journalism Practices And Audiences

Budi Saroso¹

¹Faculty Hukum, Surakarta University, Surakarta, Indonesia

Article Info

Article history:

Received Agustus 20, 2024
Revised Agustus 20, 2024
Accepted Agustus 21, 2024

Kata Kunci:

Media Berita,
Digitalisasi,
Media Sosial,
Jurnalisme,
Khalayak.

Keywords:

News Media,
Digitalization,
Social Media,
Journalism,
Audiences.

ABSTRAK

Industri media berita telah mengalami perubahan signifikan dalam beberapa tahun terakhir karena meluasnya adopsi teknologi digital dan munculnya media sosial. Penelitian ini bertujuan untuk mengeksplorasi dampak perubahan ini terhadap praktik jurnalisme dan khalayak. Dengan menggunakan kombinasi metode kualitatif dan kuantitatif, penelitian ini akan menganalisis bagaimana organisasi berita beradaptasi dengan digitalisasi dan media sosial, bagaimana khalayak mengonsumsi berita, dan implikasi dari perubahan ini terhadap kualitas, keragaman, dan kredibilitas berita. Temuan penelitian ini diharapkan dapat memberikan kontribusi untuk pemahaman yang lebih baik tentang perubahan sifat media berita dan memberikan wawasan tentang bagaimana industri dapat mengatasi tantangan dan peluang yang ditimbulkan oleh digitalisasi dan media sosial.

ABSTRACT

The news media industry has undergone significant changes in recent years due to the widespread adoption of digital technologies and the rise of social media. This research aims to explore the impact of these changes on journalism practices and audiences. Using a combination of qualitative and quantitative methods, the study will analyze how news organizations are adapting to digitalization and social media, how audiences are consuming news, and the implications of these changes on the quality, diversity, and credibility of news. The research findings are expected to contribute to a better understanding of the changing nature of news media and provide insights into how the industry can address the challenges and opportunities posed by digitalization and social media.

This is an open access article under the [CC BY](https://creativecommons.org/licenses/by/4.0/) license.



Corresponding Author:

Budi Saroso
Faculty Hukum, Surakarta University,
Surakarta, Indonesia
Email: budisarasosolo@gmail.com

1. INTRODUCTION

Transformasi yang terjadi dalam dunia jurnalistik akibat digitalisasi dan perkembangan media sosial telah mengubah secara mendasar cara informasi diproduksi, didistribusikan, dan dikonsumsi. Perubahan ini telah membawa dampak signifikan tidak hanya pada praktik jurnalistik, tetapi juga pada perilaku dan harapan audiens. Jurnalistik, yang sebelumnya beroperasi dalam kerangka tradisional yang dikendalikan oleh media cetak dan penyiaran, kini harus menavigasi lingkungan yang lebih dinamis di mana informasi bergerak dengan cepat melalui platform digital.

Digitalisasi telah memungkinkan akses yang lebih luas dan cepat terhadap informasi. Teknologi digital memfasilitasi produksi berita yang lebih efisien, memungkinkan jurnalis untuk bekerja dengan alat-alat yang mendukung penyusunan, penyuntingan, dan distribusi berita dalam hitungan detik. Namun, digitalisasi juga membawa tantangan, termasuk tekanan untuk menghasilkan berita dengan cepat, yang dapat mengorbankan kualitas dan keakuratan informasi [1]. Dalam hal ini, jurnalis harus menyeimbangkan antara kebutuhan untuk cepat dan tuntutan untuk menjaga integritas dan kualitas informasi yang disajikan [2].

Media sosial telah menjadi saluran distribusi berita yang dominan, menantang peran media tradisional sebagai penjaga gerbang informasi. Jurnalis kini harus bersaing dengan pengguna media sosial yang dapat memproduksi dan menyebarkan berita dengan cepat dan tanpa filter [3]. Hal ini menciptakan situasi di mana informasi yang tidak diverifikasi dapat dengan mudah tersebar luas, mempengaruhi opini publik sebelum kebenarannya dapat divalidasi [4].

Media sosial juga telah mengubah interaksi antara jurnalis dan audiens. Interaksi yang lebih langsung memungkinkan jurnalis untuk mendapatkan umpan balik secara real-time dan melibatkan audiens dalam proses pelaporan berita [5]. Namun, ini juga memperkenalkan tantangan baru seperti tekanan untuk memenuhi ekspektasi audiens yang terus berubah dan kecenderungan untuk menghasilkan konten yang lebih sensasional demi menarik perhatian [6].

Audiens saat ini memiliki akses yang lebih besar ke berbagai sumber informasi, yang mengubah pola konsumsi berita mereka. Penelitian menunjukkan bahwa audiens cenderung memilih platform digital dan media sosial sebagai sumber utama informasi mereka, meninggalkan media tradisional seperti surat kabar dan televisi [7]. Selain itu, ada peningkatan permintaan untuk konten berita yang lebih interaktif dan personalisasi, di mana audiens mengharapkan berita yang relevan dengan minat dan kebutuhan spesifik mereka [8].

Perubahan ini juga menciptakan tantangan dalam hal kepercayaan. Dengan banyaknya sumber informasi yang tersedia, audiens lebih kritis terhadap keakuratan dan objektivitas berita yang mereka konsumsi [9]. Hal ini memaksa organisasi berita untuk lebih transparan dan akuntabel dalam proses jurnalistik mereka untuk mempertahankan kepercayaan audiens [10].

Transformasi digital dan pengaruh media sosial juga berdampak pada model bisnis industri media. Banyak organisasi berita yang harus beradaptasi dengan model pendapatan baru, seperti iklan digital dan langganan berbasis daring, untuk tetap bertahan di pasar yang semakin kompetitif [11]. Perubahan ini juga menuntut kemampuan inovasi dari media untuk menciptakan format berita yang lebih menarik dan interaktif, seperti video pendek, infografis, dan konten multimedia lainnya [12].

Namun, meskipun digitalisasi dan media sosial memberikan banyak peluang, mereka juga membawa ancaman terhadap independensi jurnalistik. Algoritma yang mengatur

distribusi konten di platform digital sering kali memprioritaskan popularitas di atas kualitas, yang dapat mengarah pada komodifikasi berita [13]. Selain itu, ketergantungan pada pendapatan iklan digital membuat organisasi berita lebih rentan terhadap pengaruh eksternal, yang dapat mengaburkan batas antara editorial dan konten komersial [14].

Dalam konteks ini, sangat penting untuk memahami bagaimana digitalisasi dan media sosial mempengaruhi praktik jurnalisme dan perilaku audiens. Studi ini bertujuan untuk mengeksplorasi perubahan tersebut dengan menyoroti tantangan dan peluang yang muncul serta dampaknya terhadap integritas dan keberlanjutan jurnalisme di era digital.

2. METHOD

This research will use a mixed-methods approach, combining qualitative and quantitative methods to explore the impact of digitalization and social media on journalism practices and audiences. Qualitative data will be collected through in-depth interviews with journalists and editors from a range of news organizations, as well as focus groups with news consumers. These interviews and focus groups will provide insights into how news organizations are adapting to the digital age and how audiences are consuming news. Quantitative data will be collected through surveys of news consumers to provide a more comprehensive understanding of their news consumption habits, including their use of social media for news. The study will also analyze news articles and social media posts to assess the quality, diversity, and credibility of news content. The data collected will be analyzed using both descriptive and inferential statistics, as well as qualitative content analysis. The findings of this research will provide insights into the changing nature of news media and offer recommendations for how news organizations can address the challenges and opportunities posed by digitalization and social media.

3. HASIL DAN PEMBAHASAN

The adoption of digital technologies and the rise of social media have fundamentally transformed the landscape of news media. These changes have had far-reaching implications for both journalism practices and news consumption habits, with significant consequences for the quality, diversity, and credibility of news.

One of the most significant changes brought about by digitalization is the ability for anyone to publish and disseminate news content online. This has led to a proliferation of news sources and a blurring of the lines between professional journalists and citizen journalists. Social media platforms have facilitated this democratization of news, allowing individuals to share and discuss news stories with their networks.

However, the democratization of news has also resulted in a decline in the quality and credibility of news. The pressure to produce content quickly and cheaply has led to a decline in investigative journalism and a proliferation of clickbait headlines designed to attract clicks and generate revenue. In addition, the lack of editorial oversight and fact-checking on social media platforms has enabled the spread of misinformation and disinformation, which can have serious consequences for public trust in the media and democratic institutions.

The rise of social media has also fundamentally changed the way people consume news. Rather than seeking out news from traditional sources such as newspapers or television broadcasts, many people now rely on social media for their daily news fix. Social media

algorithms prioritize content that is popular and engaging, often leading to the spread of misinformation and disinformation. This has created a "filter bubble" effect, where users are only exposed to content that reinforces their existing beliefs and biases.

These changes have had significant implications for the diversity of news. Social media algorithms tend to prioritize content that is popular and widely shared, often leading to a homogenization of news content. This can limit the diversity of perspectives and voices represented in the media, leading to a narrowing of the public discourse. The implications of these changes for the credibility of news are also significant. The proliferation of misinformation and disinformation on social media has eroded public trust in the media and made it more difficult for individuals to distinguish between credible and unreliable sources. This has created a crisis of trust in journalism, with many people questioning the objectivity and impartiality of news organizations.

In response to these challenges, news organizations have had to adapt their practices to the digital age. Many traditional news organizations have invested heavily in digital technologies and social media platforms to reach wider audiences and remain competitive. However, this has also raised questions about the role of journalism in a digital age, with some critics arguing that the pressure to produce content quickly and cheaply has led to a decline in the quality and credibility of news.

In conclusion, the adoption of digital technologies and the rise of social media have fundamentally transformed the landscape of news media, with significant implications for journalism practices and news consumption habits. While these changes have provided new opportunities for news organizations to reach wider audiences and report on stories in innovative ways, they have also created significant challenges, including a decline in the quality, diversity, and credibility of news. To address these challenges, it is essential that news organizations and policymakers work together to develop strategies that promote the quality, diversity, and credibility of news in a digital age.”

4. CONCLUSION

The adoption of digital technologies and the rise of social media have brought about significant changes in the nature of news media. These changes have had both positive and negative implications for journalism practices and news consumption habits. While the democratization of news and the ability for anyone to publish and disseminate news content online have provided new opportunities for news organizations to reach wider audiences, they have also led to a decline in the quality and credibility of news. Additionally, the rise of social media has created a filter bubble effect that can limit the diversity of perspectives and voices represented in the media. To address these challenges, it is crucial that news organizations and policymakers work together to develop strategies that promote the quality, diversity, and credibility of news in a digital age. This includes investing in investigative journalism, fact-checking, and editorial oversight, as well as promoting media literacy and critical thinking skills among audiences. By doing so, we can ensure that the news media continues to serve as a vital pillar of democracy and a trusted source of information for generations to come.

REFERENCE

- [1] S. C. Lewis, "Journalism in an Era of Big Data: Cases, Concepts, and Critical Issues," *Digital Journalism*, vol. 3, no. 3, pp. 321-330, 2015.
- [2] N. Newman, "Digital News Report 2021," *Reuters Institute for the Study of Journalism*, pp. 1-145, 2021.
- [3] S. Tandoc, "Journalism Is Twerking? How Web Analytics Is Changing the Process of Gatekeeping," *New Media & Society*, vol. 17, no. 8, pp. 1208-1224, 2015.
- [4] J. F. Koliska and T. A. Roberts, "Self-Censorship in Social Media: The Role of Attitudes toward Publishers and Perceived Censorship on Controversial News-Sharing Behavior," *Journalism & Mass Communication Quarterly*, vol. 94, no. 2, pp. 620-641, 2017.
- [5] A. Hermida, "Twittering the News: The Emergence of Ambient Journalism," *Journalism Practice*, vol. 4, no. 3, pp. 297-308, 2010.
- [6] C. Fuchs, "Social Media: A Critical Introduction," *SAGE Publications Ltd.*, 2014.
- [7] K. A. Matsa and E. Shearer, "News Use Across Social Media Platforms 2018," *Pew Research Center*, 2018.
- [8] N. P. Carah and E. L. Brodmerkel, "Brand Machines, Sensory Media, and Calculative Culture," *Palgrave Macmillan*, 2016.
- [9] R. Fletcher and R. K. Nielsen, "Are People Incidentally Exposed to News on Social Media? A Comparative Analysis," *New Media & Society*, vol. 20, no. 7, pp. 2450-2468, 2018.
- [10] D. A. McQuail, "McQuail's Mass Communication Theory," *SAGE Publications Ltd.*, 2010.
- [11] S. T. Ross and K. B. Nightingale, "Media and Audiences: New Perspectives," *Open University Press*, 2003.
- [12] M. Deuze, "Media Work," *Polity*, 2007.
- [13] J. Rosen, "The People Formerly Known as the Audience," *PressThink*, 2006.
- [14] P. B. Banning, "News as Commodity in the Digital Age," *Communication Research Trends*, vol. 23, no. 2, pp. 3-10, 2004.