

## Convergence continuum of the mass media *Riau Pos*

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### ABSTRACT

**Background:** The flow of globalization and the rise of the Internet have forced the mass media to come to terms with these changes and go hand in hand to survive. *Riau Pos*, the oldest mass media in Riau Province has become the first print media in Riau to practice convergence by establishing an online news portal now named RiauPos.co. **Purpose:** This study aims to analyze the convergence continuum of the mass media Riau Pos on the five Continuum Convergence processes. **Methods:** This study uses a qualitative method with the Continuum Convergence theory published by Daily, Demo, Spillman, and the concept of Management. **Results:** The result revealed that Riau Pos carried out all stages of Continuum Convergence such as Cross Promotion, Cloning, Coopetition, and Content which are done simultaneously with media within the Riau Pos Group. The basis of the implementation of this convergence is a collaboration that emphasizes the characteristics of each platform. **Conclusions:** Full convergence has finally been finally implemented, although not yet perfect, in the implementation of 3M, namely Multichannel, Multimedia, and Multiplatform. **Implications:** Implementing this convergence is indeed a way for Riau Pos to survive as a print media in the form of newspapers and cyber media through its website, RiauPos.co.

**Keywords:** Convergence media; *Riau Pos*; convergence continuum; online media; globalization

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## INTRODUCTION

Technological developments make conventional media pressured to carry out the concept of an aggressive strategy with innovative breakthroughs. Smartphones signal a movement of media and technological convergence; conversely, they highlight the differences between socio-cultural levels (Watkins et al., 2012). The pressure increases significantly, influencing people to adapt to globalization and technologies. Furthermore, it forced us to access information. The effect of globalization and technologies impacted journalism and media companies as well.

The landscape of journalism attempted to apply multitasking skills to the newsroom. The journalists were demanded to manage print and online media and visual and audio-visual coverage (Fadilla & Sukmono, 2021). Journalism and media companies must adapt to technology and constant changes to survive. Since the existence of more variety of media in society, conventional and online media. Such as social media, newspapers, radio, and television.

According to the research by Raegen Harahap et al. in 2021: Case Study of the South Sumatra Tribune, stated that for print media to exist, convergence by having improvements could be a way out of the crucial crisis. Such as improving systems, organizational structures, and editorial Management of the news to advertise are the key to the current operation of the media business (Harahap et al., 2021). Convergence is reshaping journalism's

landscape in various ways (Avilés et al., 2009).

Communication or production is where two or more media platforms are integrated (Erdal, 2011). Convergence constraints in Media Group lie in its organizational structure and how they change journalists' mindsets to accept and adjust to new technology (Indrati et al., 2021). Convergence is the path to keep the media alive, and the conventional mindset must be changed.

Media transformed into more sophisticated ways, collaborating with the increasingly rapid current digitalization. Instead of sinking the media, dive into technology. The media can reach larger audiences, provide more information, and reach citizens globally (Yazid & Salsabila, 2023). Audiences have fragmented, and intermedia has increased (Quinn & Filak, 2005).

Readers and audiences of news presented by the media, both cyber and print, continue to grow. However, there is a shift that initially only reads print media and then switches to enjoying sophisticated services provided by cyber media or becoming an audience for these two types of media (Lubis, 2017).

On January 1, 2016, *Sinar Harapan* Daily stopped its business, following the National Journal, Football Daily, Soccer, Prospect, Tajuk Magazine, and Fortune (Kusuma, 2016). At the end of 2017, hundreds of media workers were laid off from Koran Sindo, a newspaper published by the large media group MNC Group, owned by conglomerate Hary Tanoesoedibjo. It is a

sign of the decline in the print media business in Indonesia (Sucahyo, 2017). This phenomenon is inversely proportional to 2014, with about 9.5 million people reading print media, especially newspapers, and only 3 million reading through cyber media (Kusuma, 2016).

Print media Newspapers are currently the fifth choice with 7 percent penetration and 96 percent television penetration, followed by Outdoor Media (53%), Internet (44%), Radio (37%), Tabloids and Magazines (3%) (Lubis, 2017). High internet penetration indicates the Indonesian people's fondness for accessing various digital or cyber media content.

The conclusion of Anton Wahyu's research about Newspapers and Media Convergence is quoting from Kompas.com that the Press Company Union, a.k.a (SPS), recommended convergence as an absolute necessity for publishers and media entrepreneurs to pay attention. (Prihartono, 2016). In 2004 Solopos established the Solopos FM radio station and the news portal Solopos.com in 2007. Then a digital-based television, Solopos.tv, was built in 2014 (Prihartono, 2016). The form of convergence that is carried out combines the advantages and uniqueness of the various media platforms owned, namely print, online, radio, and streaming television.

Horst Pirker, Chairman of the Board of Styria Medien (Austria), stated that the hope of newspapers being multimedia, multichannel, and multiplatform was conveyed in his speech at the International Newsmedia Marketing

Association (INMA) Outlook Europe Conference, Vienna in 2008 (Aziz, 2020).

The decision to do media convergence is a more advanced step when compared to media that maintain their existence by striving to improve services to the community. With wise implementation, the media can survive and continue growing (Landri et al., 2018).

The emergence of two different newsroom models converges, for example, the integrated and cross-media models, each with a different production system, newsroom organization, degree of journalists' multi-skilling, and business strategy (Avilés & Carvajal, 2008).

One of the considerations that the *Riau Metro Daily* has for convergence is the media business motive. Due to the mass media not collaborating within the digital realm, it would be lost by the fierce Competition of the mass media. The form of derivation (derivatives) from print media is a convergence step taken, namely maximizing news sources and then processing them into derivative products in different forms, such as e-paper, online, or community-based events and courses from the same journalists in the *Riau Metro Daily* (Landri et al., 2018).

The consideration of the *Riau Metro Daily* is also the reason behind *Riau Pos's* convergence. In Yelmi Rahayu's research entitled *Riau Pos Daily Media Convergence in Facing Competition in the Digital Age*, it is said that *Riau Pos* adopts three convergence models, namely newsgathering, newsroom, and content convergence (Rahayu, 2021). This research also

inspired the authors to conduct similar research by emphasizing the form of Continuum Convergence and advertising management after *Riau Pos* did the convergence.

According to Fiddler in Prihartono, Convergence itself leads to forms of multimedia communication and as a form of metamorphosis, namely the transformation of communication media due to the complicated reciprocal relationship between needs, competitive pressures, and various social and technological innovations (Prihartono, 2016).

*Riau Pos*, three decades old now, uses the latest technology wisely; *Riau Pos* continues to innovate and adapt to the times to continue to stand and become the leading media. Following its vision of “To be the foremost and leading multimedia company in Sumatra, participating and educating the nation’s life” by the ideals of Indonesian independence, and “Build the country to make the nation wise” as its motto.

*Riau Pos* has several social media accounts, such as Twitter (@riaupos) which joined in September 2009 with 29.8 thousand followers and 98 thousand tweets. Then in January 2012, he joined Youtube and had 40.1 thousand subscribers and 11 thousand video uploads, with 20,305,937 videos watched. Then Instagram (@riaupos.co) with 59.4 thousand followers and 3,514 posts.

In 2005 *Riau Pos* built its digital platform in the form of a news portal under the name Riaupos.com which later changed its domain to Riaupos.co in 2010 and has survived until now.

This site was established at the request of the public’s need for information about Riau easily and quickly. Then Riaupos.co 2015 formed a corporate entity with its Management in PT Ripos Multimedia Korporasindo.

*Riau Pos* took responsive action to survive in the era of cyber mass media. According to data from the Press Council, 16 cyber media have been registered as administrative and factual verified press companies, nine of which are members of the Riau Cyber Media Association (AMSI) (Hasan, 2019).

Taking part in Bumi Melayu since January 17, 1991, in February 2020, *Riau Pos* again won the Gold Winner award for the Best Sumatra Newspaper category at the 2020 Indonesia Print Media Award (IPMA) event in Banjarmasin (riaupos.jawapos.com, 2020). The various achievements and appreciation obtained so far have made *Riau Pos* want to continue growing and contribute more to building the community.

*Riau Pos* remained to have a newspaper as the primary media, while online portals were yet to become familiar to the public. Furthermore, the significant changes in the last five years were extraordinary. It became the primary media policy in ten years, which led to *Riau Pos* changes. Media companies provide more news updates every second compared to how it was back then (Yazid & Salsabila, 2023).

*Riau Pos* attempts to attract youths to read by creating a Zetizen rubric. Zetizen rubric contents are segmented for youths 13 to 20 years old. The results of Kiki Mardianti’s

research in 2019 with the title *Riau Pos* Editorial Strategy in Increasing Young Readers' Reading Interest concluded that the program for young readers contributed 2 to 3 percent of the total print circulation, although it was not significant. However, it still positively impacts *Riau Pos* (Mardianti, 2020).

Based on Nielsen's survey in Kiki Mardianti's research, *Riau Pos* readers by occupation in 2018 showed that 10% came from students, 18% from employees, 15% from entrepreneurs, 29% from workers, 28% from homemakers, and 9% from others. The percentages based on the age of the readers are 10% age 10-14, 15% age 15-19, 12% age 20-24, 18% age 25-29, 24% age 30-34, 14% age 35-39, and 7% for ages 40 years and over (Mardianti, 2020).

As the earliest media company in Riau, currently, *Riau Pos* is experiencing the same thing as other print media. The decline phenomenon in the amount of print media readers goes hand in hand with the amount of advertising revenue. Just as audiences are increasingly interested in digital advertising, moving images with visual effects and fresh ideas is a more attractive choice for advertisers.

Print mass media used to decline the role as a place to advertise, while placing advertisements on television was not allowed. However, the situation reversed when there was a deregulation of television advertising. Then it is exacerbated by the Internet, which makes the print media become down in position as the

media to be chosen.

The results of Ilham Rohman Ramadhan's research under the title *The Development of Print Media Advertising and Its Influence on Modernization in Java (1930-1942)* explain that although it looks simple, advertising organization must be done carefully because it leads to the concept and mechanism of creating brand awareness. With its characteristics as a print mass media, conditions in market segmentation, demographics, and paradigms help shape the perception of advertising in the community (Ramadhan, 2015).

On the business side, companies or press institutions must produce innovations to earn income other than advertising. Since conventional media has decreased continuously due to the Internet and digital disruption. Januar P. Ruswita, Daily Chairman of The Central Press Comapan Union, stated that the print media's business future can advance its quality by forming a challenge to a new business opportunity (Seftiawan, 2019).

Print media advertising revenue since 2011 has continued to decline by 10 percent every year. However, developing other business models by conducting events or collaborating with institutions or governments can still be done with strong brand power. Januar believes that the brand and quality of journalistic products are still the primary guides for the press industry business. Many digital-based media have become competitors. "But many people are ignorant. Looking for justification,

not truth. Mainstream media should not do that if they want to survive in the press industry and gain public trust,” he said (Seftiawan, 2019).

UMN’s communication science lecturer, Albert Magnus Prestianta, at the AJI National Conference with the theme “Seeking a Media Business Model in Indonesia” in Jakarta 2019, explained that the Youtube platform and other content could be a good source of income.

Sapto, the administrator of the Indonesian Cyber Media Association (AMSI), who is also the Editor-in-Chief of Tirto.id, shares this opinion. Sapto said that many media could be sold, such as display ads, content creation, community engagement, community insight, paywall subscriptions, and media support such as t(the international NGO Greenpeace, Mongabay, and others (aji.or.id, 2019).

The increasingly fierce Competition and the challenges of new media make the mass media must continue to innovate in developing their industry. The media is a very developing industry, not only from the journalistic side but also from the business side. The challenge at this time is how media people in business seek to profit from their media business but remember the identity of journalism.

## RESEARCH METHOD

This research is a type of qualitative research with a descriptive method. Qualitative research is multi-method in focus, involving an interpretive, naturalistic approach to its subject matter. It means that qualitative researchers

study things in their natural settings, attempting to make sense of, or interpret phenomena, in terms of the meanings people bring to them. Qualitative research involves using and collecting various empirical materials that describe routine and problematic moments and meanings in individuals’ lives. (Njie & Asimiran, 2014) The framework of qualitative methods, namely flexibility and scalability in terms of a final numerical algorithm for solving inverse scattering problems for extended targets from fixed frequency multi-static data (Audibert, 2015).

This study aims to understand the phenomenon of the proliferation of cyber media growth today with the birth of many online media portals. Not only that, but social media is also increasingly taking on a role in disseminating information to people full of speed. Therefore, the author wants to understand how Riau Pos implements Continuum Convergence to maintain its existence in the phenomena that occur, as well as see how Riau Pos manages its ads after convergence. A continuum model is developed for hexagonal lattices, composed of a set of masses connected by linear axial and angular springs, with nonlinearity arising solely from geometric effects (Pal et al., 2016)

The method used in this study is descriptive, systematic, factual, and accurate facts description and population characteristics or research subject. An in-depth description of the situation and process under study realizes the illustrative method.

The continuum model exists for both media and a set of lattice parameters; these lattices exhibit complex deformation patterns under uniform loading conditions due to instabilities.

The use of the convergence continuum and journalistic convergence in this study has a reason. Suppose the convergence continuum measures convergence by looking at the interaction and cooperation of journalists across media. In that case, journalistic convergence will look at the implications of this convergence on the structure of the newsroom, the news production process (newsgathering), and the diversity of content forms (Yoedtadi et al., 2021).

This research was conducted in the *Riau Pos* mass media at Graha Pena Riau Building, Lt. 3, Jalan HR Subrantas KM 10.5 Panam, Pekanbaru, within three months. The subjects studied included Chief Editor, Department of Editorial and Coverage, Production Division of *Riau Pos*, Firman Agus, Deputy Chief Editor, Department of Editorial and Reporting, Production Division of *Riau Pos*, Marrio Kisaz, and Marketing Coordinator, Department of Advertising, Riau Business Division. Pos, Dewi Susanti. It is from limiting the subject criteria and the need for the subject to have a role in producing and broadcasting news on the RiauPos.co website, *Riau Pos* Newspaper, and *RiauPos* social media, and also being involved in the pricing management process and marketing of Riau's print and online advertisements. The data then analyzed the stages of the Continuum

Convergence applied by *Riau Pos* to maintain their existence in society.

## RESULTS AND DISCUSSION

Riau Pos is the oldest print media in Riau, which has been with the people of Riau for three decades and has survived to this day while still maintaining its trademark as a Daily Morning Newspaper. However, it continues to develop following the changing times, which is the key to media identity, which always tries to provide and present the best information for the public.

The significant development of human civilization influenced changes in people's behavior, followed by demands to the media to adapt themselves. Convergence is the path to be taken, and the conventional mindset must be changed. Media has become a more sophisticated platform, collaborating with increasing digitalization. Media should be flexible in the era of technology instead of declining changes existed.

Cross-promotion Implementation in Facing Cyber Media Competition. At the end of 2019, there were 47,000 cyber media news outlets in Indonesia, of which only 2,700 (5.7%) had been verified by the Press Council – the remaining 94.3% were unverified (Bb1, 2019). (The number of cyber media news creates intense Competition, including Competition for traffic. Traffic is the activity of none page of your site that results from visits on that page: The longer the site page is visited, and the more visitors are active on it, the higher traffic will be.

Marina Korobka explained six sources of income for cyber media news: paid articles, sponsored links, paywalls, the sharing of experts' opinions, PPC (AdSense) networks, and banner ads. The sponsored links in such articles provide sponsorship for the article's publication. A paywall is a subscription system that attracts payments from users or readers to allow them to access or read certain content in full. Numerous cyber media news apply such a paywall system, including The Washington Post in the US and Kompas in Indonesia. PPC network and Google AdSense are advertisements provided by Google and installed on web pages in collaboration with Google. The owner of cyber media news only provides a place for Google's clients to advertise. Banner ads are advertisements placed directly by advertisers on news sites (Korobka, 2020).

Cross-promotion means cooperation between media to interact with each other. Promotion is a company communicating and showing its products to a mass audience. This activity is also carried out by *Riau Pos* so that its journalistic products. Promotion and advertising is a form of marketing communication that has developed into a crucial communication system. The advertising strategy applied is crucial to the company's sales outcomes.

Promotion is a form of business providing information that consumers need as consideration for buying the product or not. However, the community is now exposed to various choices, and *Riau Pos* desired existence for each option.

Media companies, including *Riau Pos*, then developed their products in multiple forms that could be accessed in multiple ways.

Multiplatform is the answer to the market's need for media content. Certain content can be accessed in various media (paper, computer, gadget) followed by audio-visual display attractively. It is realized with the help of digital technology, which is overgrowing, entering all cavities of human life. *Riau Pos* significantly acknowledges how crucial a news portal or website is and develops it continuously.

Initially, newspapers were still a singular media of choice, while online portals were not familiar to the public. However, the development of the last five years has been incredible.

The significant changes in company media in the last ten years influenced the media company's policy changes, followed by *Riau Pos*. Media companies offer various forms of news that are constantly updated every second.

Digital technology is a step by *Riau Pos* for advertising strategy that maximizes website and social media use. *Riau Pos* printed newspaper always presented its address, website, and social media on the front page, such as Facebook, Twitter, Instagram, and Youtube Channel. Moreover, *Riau Pos* also has a QR code that directly connects to their Youtube Channel.

Activities to promote each other on the platform are also carried out on the *RiauPos.co*, displayed on the right side of the website homepage and directly connected to the E-paper service on [paper.riauupos.co](http://paper.riauupos.co).





Source: Riau Pos 15 March 2021 edition  
**Figure 1 Cross Promotion on the Riau Pos Printed Platform**

Riau Pos certainly carry out cross-promotion activity to expand the market network, which is expected to improve collaborations with many parties. *Riau Pos* realizes that social media influences how its content can be disseminated. Social media has a diverse followers segmentation and can be used as a platform to introduce Riau Pos products (Figure 1).

Cross Promotion is a media convergence activity that promotes collaboration between two media, namely new and old media, to provide space for each other to introduce media content. Between the two media that work together, they use advertisements, words, and visual elements to promote the content of the media partner, including displaying their logo. Cloning is a convergence activity when media content is reproduced to be published on other media. That is, one media displays news content from other media newsrooms as is without any changes. Coopetition occurs when several converged media work together and compete simultaneously. In this case, there



Source: Twitter Riau Pos accessed 15 March, 2021

**Figure 2 Cross Promotion by sharing the link on Twitter @riaupos**

is an exchange of knowledge between the two media cooperating in news production and promotional activities. However, news content production is still carried out independently in separate newsrooms. Examples of Coopetition in media convergence are usually carried out by media from different newsrooms but still in the same media group (Pramana et al., 2021)

Like on Twitter, *Riau Pos* also tweets news in newspapers and portals. However, Riau Pos does not present it as a Twitter thread or a series describing the content. However, it is merely an image with a website address below; followers can read the top news on the website immediately (Figure 2).

In 2018 *Riau Pos* began to work seriously in social media by sharing their news content on all social media. Until 2019, Riau Pos has a campaign to go digital. Implementation develops by setting up tools and forming its

editorial team. It is as explained by Firman Agus in the following interview:

“Initially, this was in 2018, only to campaign for go digital in January 2019. If all this time, the concept of newspapers was customers and traditional readers, yes, we wanted to reach all circles up to the millennial Gen Z, so let us take everything seriously. The task of journalists also increases because they have to provide digital content to be shared on Facebook, Instagram in the form of videos, YouTube, and Twitter. Even in 2020, you create TikTok and have a TikTok account.” (results of direct interview with Firman Agus, Chief Editor of Riau Pos and RiauPos.co, December 13, 2020).

The fastest and most effective social media for promotion at this time, according to an interview with the Deputy Chief Editor of RiauPos.co, Mario Kisaz, is Instagram. Already having 65.7k followers and 4,627 posts as of March 21, 2021, Riau Pos introduced the hashtag #BacaRiauPos as a form of encouragement for his followers to enjoy Riau Pos print and portal news that can be accessed anytime and anywhere by various devices. Cross Promotion also influenced the Tiktok application since Tiktok has a new feature that helps viewers directly read news related to the uploaded video by Riau Pos. Promotions applied on these platforms are exciting since the significant number of users and diverse groups. The growth of Riau Pos’s TikTok is also swift; within a few months, Riau Pos can get a blue tick as a verified account.

Cross promotion is considered very effective in introducing multiple social media Riau Pos own. It is because cross-promotion uses a variety of social media applications that



Source: Riau Pos Newspaper and Website, 12 March, 2021

**Figure 3 Cloning Newspaper content via E-paper Riau Pos**

are very popular with various user segments with different characteristics of the application.

In this cloning stage, media content is duplicated and reproduced to be loaded on other media without any changes. We can see this stage in the E-paper, whose overall scope is the same as the Riau Pos daily newspaper; the only difference is the format. Suppose the Riau Pos daily newspaper is a paper we can read by buying at a red light or subscribing to the platform (Figure 3). The Riau Pos E-paper is only available to their subscribers every month. According to the interview, Firman Agus said that the publication time of the newspaper and the E-paper was also at the same time, namely at 7 am.

However, for some other media, Riau Pos made some adjustments based on their platform characteristics. The most important information about the report can be found in the caption section, just like in news videos shown on IG TV. On YouTube, both the video and its description appear in the same column.

The resulting cloning of content happens

in great news inclusion on the first page of the paper, which is likewise communicated around the same time on the site yet at various hours; as a rule, news distributed on the site will be transferred a couple of hours after the paper is conveyed or around 10 am. The two news broadcasts' images, titles, and content on distinct media platforms are identical. Riau Pos and RiauPos.co, the two media under the Riau Pos Gathering umbrella, are overseen and shown to similar individuals to improve the work cycle.

The results of a direct interview with Firman Agus, a Chief Editor of *Riau Pos and RiauPos.co* on December 2020:

“Until now, it has been until today since 2020; since January, I became the editor of *riaupos.co* in August 2019 and was printed by the Vice-President 2019 in August. January 2020 was entrusted to me. So the Editor in Chief of printed newspapers and the Editor in Chief of *riaupios.co*, become one person. The company aims to facilitate consolidation, working on content to reach the public.”

Since deciding to converge, the workload of journalists must also increase to meet the needs. *Riau Pos* newspaper reporters automatically become journalists for the online media *RiauPos.co*. The convergence continuum's impact resulted in the existence of “backpacker journalists.” It refers to journalists with many portable devices in their bags to support the power of news.

That way, the two media are different

companies but are still one group; this can save production costs but still run both simultaneously. Besides writing news supplies for newspapers and websites, journalists are also expected to be able to edit photos or videos related to the news. However, *Riau Pos* admits that not all journalists have this ability, so a team was deliberately formed to help with this work. In addition to having a couple of editors, a particular photographer is owned.

Cooperation is when converged media entities work together and are competent at the same time. This stage typically takes place on different media with the same ownership. Given the exploration results, RPG (Riau Pos Gathering) has a few auxiliaries that issue everyday paper items other than Riau Pos, specifically Dumai Pos, Pekanbaru Pos, and Pekanbaru MX.

*Riau Pos* and its sister publication also did cooperative work. Competition is a business alliance derived from two words: cooperation and Competition. In this stage, finance managers collaborate with their rivals to expand the additional worth that can be created and given to their items. As emphasized by Firman Agus in the following interview:

“Nowadays is the era of collaboration, according to our tagline Innovation and Collaboration. It is no longer the time to kill each other; what we have is we strengthen and raise each other. Because Riau Pos Group is under them in Jawa Pos Group, our principle is like that.”

According to the interview with Firman Agus, all media platforms, including the



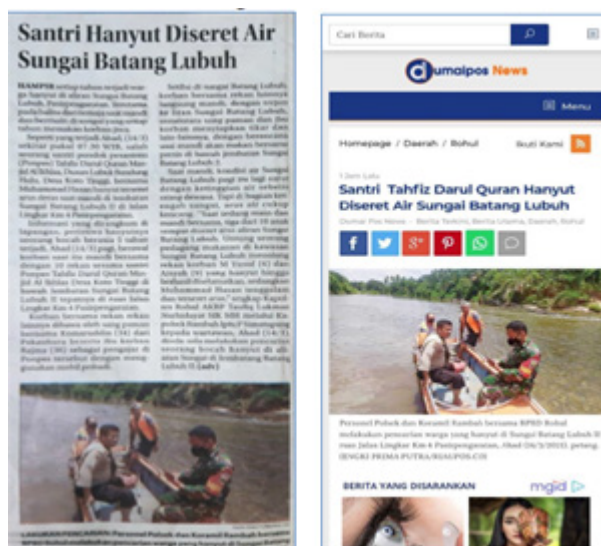
Source: Riau Pos and Pekanbaru Pos 12 March 2021 edition

**Figure 4** Coopetition of Riau Pos newspaper via Pekanbaru Pos

newsroom, are under the Jawa Pos Group. Moreover, media from Sabang to Merauke can retrieve news from other regions in JPG form. Every media must send three of their best news minimum; then these might be broadcasted in the respective media followed with provisions. Each piece of news taken should be paid to media producers.

Refer to Figure 4, under the umbrella of the Riau Pos Group, which publishes news from their media relatives. For example, Riau Pos, which includes news sources from the Jawa Pos Group, Jakarta, and Pekanbaru Pos, provides news sources from the Riau Pos Group, Pekanbaru. Naturally, the goal of this kind of cooperation within the scope of the same ownership is to make each other's media more famous.

Riau TV is the following form of cooperation implemented by Riau Pos. Riau Pos always publishes a schedule of upcoming events for Riau TV in each issue. As a company, Riau



Source: Riau Pos dan DumaiPosNews.com 15 March, 2021

**Figure 5** Content Sharing Riau Pos newspaper via DumaiPosNews.com

Pos and Riau TV are also different companies. Riau TV is also not under the auspices of the Riau Pos Group but is directly involved in Jawa Pos Multimedia. The Indonesian network of local television stations known as Jawa Pos Multimedia is a part of the Jawa Pos Group.

The substance-sharing stage is the chance for two unique media to share substance through repackaging or, in any event, sharing planning. Because of the creator's perceptions, DumaiPosNews.com distributes the news on its site distributed by the Riau Pos paper. The photo's title also included references to news sources, including journalists and the media, indicating that Riau Pos was the source of the information. This model is a content sharing for Riau Pos with the media under its support (Figure 5).

Activities related to content sharing, as

shown above, are not always carried out. It is contingent on the news's interest and the requirements of each media. Each press typically broadcasts information on the same subject from the production of their respective media journalists because each medium has its journalists.

For the issue of sharing budgeting, the discussion will involve digital advertising. When we open the RiauPos.co website, the most significant relationship will lead to Google.

In the programmatic advertising market, money flows from advertisers to publishers (press or other media) through a series of intermediary companies, each of which will take profits, profit sharing, or fees for their respective roles in the realization of programmatic advertising (Sudibyo, 2019)

This programmatic advertising system was born in the 1990s when offline transactions between publishers and advertisers occurred offline. However, as the digital advertising market grows, publishers can automatically market their ad slots based on their impressions online. Programmatic advertising uses a fully automated, online, and fast system to buy and sell ad slots.

Advertising is indeed the most significant income for cyber media today; when print media sells its news in physical form (newspapers), cyber media does not have the option to do so. "The Cairncross Review: A Sustainable Future for Journalism" in the book *Jagat Digital* (Sudibyo, 2019) mentions several steps

taken by publishers in the UK to overcome the downward trend in circulation, readership, and advertising revenue, such as increasing the scale of readership by attracting as many clicks as possible. Possible and optimized user data.

Riau Pos also employs these two strategies to maximize click-through rates. We can see this step on all virtual entertainment for Riau Pos, which will allude clients to peruse news on the RiauPos.co site, as made sense of in the past three phases of continuum combination.

At that point, this work brought forth media with misleading content news, yet Riau Pos underscored that they had norms that they needed to meet as broad communication with skill and uprightness.

The results of the direct interview with Firman Agus as a Chief Editor of *Riau Pos and RiauPos.co* on December 2020 are:

"Today's society likes happy-happy, entertaining content. However, we do not follow that. For example, there are many interesting shows on Youtube, and people are more interested in watching them than in our news. However, we still have our audience, right?"

The next effort is optimizing user data, the most significant difference between digital and print media advertising. The issue at hand, on the other hand, is that more people access the platform than the publisher's website. So that the social media account can store a lot of user information. The data will be processed and systematized to allow programmatic advertising to target individual internet surfers specifically.

Convergence is the final stage when different media collaborate entirely in content collection, production, and distribution. It aims to maximize the unique characteristics of each medium to deliver content.

Riau Pos adopted and adapted the emergence of new media to encourage the conventional press to grow stronger. Riau Pos thought this when he used 3M (Multichannel, Multiplatform, and Multimedia). The 3M series covers all stages of Continuum Convergence, which the author uses as the basis for this research, and it is carried out using internet-based technology like smartphones in society.

As per Khazid in his exploration, the union cycle is a complete combination if it satisfies a few signs. Examples are synergies, coordination, and synchronization between various platforms under a single ownership. Thus, a complete union is created from the example of participation (Khadziq, 2016).

Harian Pagi Riau Pos and RiauPos.co are under one responsibility for Riau Pos Gathering. As the primary company in charge of the Riau Pos Group, Jawa Pos Group grants its subsidiaries management and operational autonomy to investigate all forms of collaboration and creation to boost productivity.

Conversely, full convergence has sometimes been wrong because it must change to fit the circumstances. Koran Riau Pos and RiauPos.co are run by the same people, from elected officials to field reporters. Notwithstanding, Riau Pos recognizes news to be distributed in

papers and data posted on the site.

## CONCLUSION

The study's results also show that the big name Riau Pos is very influential as a material consideration for advertisers to continue advertising with Riau Pos. As a market leader with the highest number of readers and circulation, it will undoubtedly be an advantage for advertisers. Riau Pos, in its marketing process, namely retaining old customers and attracting new customers, always ensures that advertisers will get big profits when choosing Riau Pos. Not only considering advertisers as the target market but also partners or associates also keeps communication and business relationships with advertisers running well. It is this relation-building that Riau Pos adopt to maintain advertiser loyalty. In general, this strategy is highly prioritized by large companies whose goal is apparent, namely to build satisfying long-term relationships with parties such as customers, advertisers, suppliers, and dealers to maintain preferences and business in the long term. Then Riau Pos also makes Seasonal Promotions or per-season promotions to get advertisers. This type of promotion is the most commonly used by companies to attract attention, and research has shown that this method is quite successful and profitable to implement. This form of promotion is Riau Pos's sensitivity to the many budget cuts for advertising in all types of businesses due to the impact of the pandemic. So in order to

create a win-win situation, this method is very appropriate. Forms of attachment between media and technology that influence each other, such as Riau Pos, which developed through its collaboration with the Internet, is also confirmed in Olivia Pangaribuan and Irwansyah's research journal entitled Indonesian Print Media in the Era of the Industrial Revolution 4.0. The study results show that the influence of the industrial revolution 4.0 impacts changes in print media, which are moving into digital media to participate in the flow of Competition with a multiplatform strategy. This conclusion is under the convergence steps carried out by Riau Pos, where in this study, the process can be described by the stages of convergence in the Continuum Convergence Theory studied by Dailey, Demo, and Spillman, which defines five stages of activity in convergence based on the level of participation, namely Cross-promotion, Cloning, Coopetition, Content Sharing, and Full Convergence.

Convergence in the media industry has applied to survive amid the proliferation of cyber media and development. The influence of the Internet put the industry to change the habits of media consumption styles by the world community so that the audience of the print media itself is decreasing with the new choices that are considered more modern and attractive.

*Riau Pos* performed the stages of implementing the five Continuum Convergence processes well. *Riau Pos* and the media carried out cross Promotion, Cloning, Coopetition, and

Content Sharing under the *Riau Pos* Group (RPG) and the primary company, the Jawa Pos Group (JPG). The basis of implementing this convergence is a collaboration that emphasizes the characteristics of each platform. Full convergence has been implemented, although it still needs to be perfect, with 3M, namely Multichannel, Multimedia, and Multiplatform. Implementing systematic convergence has successfully made *Riau Pos* survive during intense cyber media competition. The advantages of *Riau Pos* as a market leader who are used as trendsetters are maximally empowered through creative, innovative, and collaborative efforts, ultimately becoming the key for *Riau Pos* to continue to survive in the media industry.

The results of this research can be used as reference material for Riau Pos to continue to develop following media developments and continue beyond the stages carried out in this Continuum Convergence. Creating breakthroughs in the media sector will maintain the existence of both print and cyber. In the future, science and technology will be much more developed, and it is hoped that Riau Pos will always go hand in hand with this technology.

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