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## **Management Strategy of Actual Tabloid Banjarmasin, South Kalimantan In Digital Era**

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**Abstract.** The diffusion of the Internet has affected the print media industry, how the industry has responded to this new platform, and the impact of this response. The results documenting the magnitude of the negative impact of Internet penetration on print media circulation in this case is the Tabloid. This study aims to find out how Interpretative Social Science (ISS) is used to uncover actual Tabloid management strategies in the digital age, so that complete data will be obtained and researchers can explain comprehensively. The subjects of this study were the general leaders, editors and reporters of the Tabloid Aktual, as well as the employees of PT Abid Media Mandiri South Kalimantan, who published this media using interpretative qualitative methods. In this case, the newspaper responded to the diffusion of the Internet by creating an online version as well as a strategic response that quickly proved dangerous because online media circulation cannibalized print circulation. Print newspapers and Tabloids are at a disadvantage situation because they have degradation inflow and incoming funds due to the presence of online media in the digital age. As you know, it causes a decrease in proportional subscription from readers and offline advertising revenue. This should required corporate strategy and dynamic capabilities and appropriate media convergence to maximize strategic management that seeks to understand the basis of competitive advantage and company performance in a variety of ways. Looking at the Aktual Tabloid from January to July 2019, researchers found content that showed the results of collaboration with a number of local governments, including mayor, district and provincial governments so that could say Tabloid Aktual could survive in the digital era by collaborating with internal and external parties. The ideology of the local mass media is in line with postmodern which in the language game is more ironic, the purpose of this postmodern culture is no longer the effectiveness of the message. Postmodern is no longer looking for the depth of the meaning of communication, but only looking for fun by "playing with language" and the meaning in writing will be increasingly biased in accordance with the interests and ownership of the media with public figures and Tabloid Actual media management strategy is closely related to the Industrial Organization (IO) Model.

**Keywords.** Management Media, Strategy, Media Convergence, Actual Tabloid

### ***1.1. Introduction***

The diffusion of the Internet has influenced the print newspaper industry, how the industry has responded to this new platform, and the impact of this response. The development of technology and communication both globally and nationally has changed the way humans communicate and obtain or disseminate information. The results document the magnitude of the negative impact of Internet penetration on the circulation of print newspapers, while also describing how strategic responses such as building online editions and / or diversification of

print content offerings fail to counter this trend and, in the case of the establishment of online editions, become even worse in the future. .

Information and communication technology also changes and shapes a new social life in society, which is very dependent on electronic media. These results help us as a society to get a clearer understanding of the dynamics of evolution in "ecosystem" news, in terms of how a category of information providers (printed newspapers) seeks to position themselves in responding to the competitive threats posed by new technologies, and how strategic responses this, in addition to the threat of ongoing competition, affects the level of readers. (Mierzejewska, B. I., Yim, D., Napoli, P. M., Lucas Jr, H. C., & Al-Hasan, A. 2017)

From the perspective of media evolution, this finding demonstrates the ineffectiveness of mimicking or simulation strategies in responding to the competitive threats posed by new media platforms. Given that, historically, the more general strategic response to competitive threats posed by new media has been one of differentiation rather than imitation (Naples, 1998), messages and information conveyed through radio, television, film, games, digital photos, which can be accessed and connected via the Internet. These findings provide further support that, in order for the old media to survive, they tend to be better off trying to distinguish themselves from new media, rather than trying to imitate characteristics even if only at the core. (Mierzejewska, B. I., Yim, D., Napoli, P. M., Lucas Jr, H. C., & Al-Hasan, A. 2017).

The magnitude of the negative impact of Internet penetration on the circulation of print newspapers. In the end describe the strategic response. Like building an online edition or diversifying print content offerings. But apparently, this strategy was not entirely successful. These results further enrich the understanding of the dynamics of the media ecosystem (Mierzejewska, B. I., Yim, D., Napoli, P. M., Lucas Jr, H. C., & Al-Hasan, A. (2017)

From the point of view of the evolution of the media, this finding demonstrates the ineffectiveness in imitating or in responding to the competitive threats posed by new media platforms. Given that, historically, more general strategic responses to competitive threats posed by new media have tended to be one of the differentiations between media (Naples, 1998). This finding provides further support that, in order for the old media to survive, they are better off trying to distinguish themselves from new media, rather than trying to imitate their core characteristics (Mierzejewska, et al, 2017). The contemporary newspaper industry is basically still looking for a different way to ensure its survival. Previous media journeys such as radio, in response to competition threats posed by television (Naples, 1998). In many ways it is similar to today's newspaper struggle (Mierzejewska et al, 2017).

This finding also has an involvement in the diversification process which is often a characteristic of established conventional media responses to new media. In this case, newspapers that respond to the spread of the Internet by creating an online version have proven to be dangerous to their own destiny. Because the online advertising circulation is still cannibalized print circulation. According to Chyi & Tenenboim (2016) Print newspapers are in a better position today if they reject the urge to make their content available online for free, (Chyi & Tenenboim, 2016). However, these results indicate that the media industry is accelerating itself. Included in the case of circulation figures through the formation of a free online version of their print products.

The ways in which old media organizations develop and adapt new media technologies will differ from case to case and context to context. But in most contemporary news media companies, such differences will be an important part of internal change both for journalists, managers, and the technology used. sometimes the debate gets wider when it involves technology such as blogs, social networking sites, various applications, and cellular media must be integrated into the practices of media organizations. (Nielsen, R. K. 2012)

The strong position of the press is also found in developed countries where people already have a work ethic and high respect for time. A study conducted in the United States shows, 71.65% of the public likes television 26.85% likes the print media in the form of magazines and newspapers and 1.50% likes the radio (Yakan, 1990: 14). Looking at the numbers above, then in the middle of the existence of information media, print media in the form of magazines, newspapers, tabloids and so on still occupy an important position.

Based on data from the Indonesian National Press 2010 made by the Press Council and circulating after 9 February 2011 shows that the number of local or regional media publications is 629 print media, 325 radio and 102 television stations. This number is included with local media under the auspices of national media groups such as the Kompas Gramedia Group (KKG) or Tribune and Jawa Pos. However, not a few are also local media that are independent or stand alone without leaning on the national media umbrella.

As happened in South Kalimantan so far there are two local media that are guarded by national media namely the Banjarmasin Post and Radar Banjarmasin daily. Banjarmasin Post is under the Tribune group and Radar Banjarmasin is the Jawa Pos group. according to data from PWI South Kalimantan, there are dozens of independent local media alone in South Kalimantan. Among these are the daily newspaper Kalimantan Post, Media Kalimantan, Mata Banua and Barito Post.

Local media with Banjarmasin Post national network and independent local media Kalimantan Post are portraits of the two oldest newspapers in the history of the press in South Kalimantan based on data from PWI South Kalimantan. Although in the course of each of these media had not been published and was acquired by several national media as it is now, it remains a pioneer in leading journalism in South Kalimantan. Banjarmasin Post was currently under the parent PT Indopersda Primamedia Kompas Gramedia Group (KKG). While the Kalimantan Post, which was once called the Dinamika newspaper, was also taken over by Surya Persindo Group (Media Indonesia) with its commissioner Surya Paloh. However, the status of the Kalimantan Post has returned to independence with the purchase of company shares by a businessman and former politician in Banjarmasin, Taufik Effendie.

Lately the challenges of the industry or print media institutions are getting even harder, because of the emergence of online media. The community considers online media to be more practical, inexpensive and fast in presenting information. In the era of globalization, developing technology can make it easier for people to get information practically and effectively by following the times. In theory, the mass media aims to convey information correctly effectively and efficiently to every audience (Sobur, 2014;114).

For newspapers in the area, various methods and strategies are adopted to survive. The Banjarmasin Post daily, which was founded and led by South Kalimantan press figure Djok Mentaya in the 1990s, strongly rejected long-distance printing, so that the regional press was not defeated by the capital press who wanted to be present in the area earlier (Junus 2007: 363). But lately after Djok Mentaya died, Banjarmasin Post Actually joined and became a management in the Kompas Gramedia Group (KKG).

Based on the results of observations, the Kalimantan Post which was originally named Dynamics News, during the leadership of Djohar Hamid had a chance to establish cooperation with the capital city newspaper Media Indonesia, but after the death of Djohar, this media runs independently as before. But this media is also having difficulty developing because its readership segment is diminishing.

Radar Banjarmasin since its establishment (2000) until now has survived, and this newspaper is part of its parent in the Jawa Pos Group family. Some of the newspapers in

Banjarmasin that have stopped publishing are Kalimantan Media, Mata Banua, and the possibility of the Barito Post will also follow.

Based on data from PWI South Kalimantan in 2015 there were 47 newspapers, 36 tabloids, and 4 magazines. From the number of these newspapers, some of these newspapers have not been published anymore. There were 25 newspapers that were not published and 22 newspapers were published. Likewise with tabloids, there are 36 tabloids in South Kalimantan and 18 tabloids that have not been published anymore. And 18 tabloids which are still published according to the South Kalimantan PWI data for 2015. Tabloids which were previously numbered 4, now only 2 tabloids are published.

Many small publishing media stopped publishing, such as the Free Newspaper, Serambi Ummah which later joined the Banjarmasin Post. Decruiting, and so on. But there is one media that still survives until now, the Aktual Tabloid. Originally since 2000 the tabloid was published in a print edition, but since 2015 it has also been published online, in addition to print. Based on the initial assessment, this one media chose to publish online because the print edition was difficult to market and competed with major media which had already existed in Banjarmasin, such as Banjarmasin post, Kalimantan Post, and Banjarmasin Radar. So by publishing the Aktual Tabloid online, it is able to present its news quickly, while the printed edition follows later.

Another strategy used, the Aktual Tabloid also relies on strength in figure, namely Dr. H. Zairullah Azhar, former Regent of Tanah Bumbu for two periods and candidates for Governor of South Kalimantan for two periods. Although not elected, Zairullah has a big name in the community. He owns the Orphans Palace in Tanah Bumbu, has several high schools, companies and a number of socio-religious activities which regularly need to be publicized to the community. Other media coverage is certainly limited and costs money, so they need to have their own media, the Aktual tabloid.

Another strategy, they have agents in a number of regions, so that the news that occurs is always current, because it departs directly from the scene. For example, a traffic accident, or other criminal city that is favored by the people of South Kalimantan, has just happened to have news in the digital version of Aktual media. That way the public still likes this media besides other media. And the result is that this media is able to survive amid the onslaught of digital media.

## **1.2. Define Problem**

This study aims to reveal how the Banjarmasin Aktual Tabloid management strategy in terms of organizing, directing and supervising in reporting when facing competition in the current digital era and to find out what factors supporting and inhibiting the editorial of the Banjarmasin Aktual Tabloid to face competition in today's digital era

Theoretical Benefits of Research Theoretically, this research is expected to provide useful input for students who want to conduct research, as well as the study of mass media which lately may get a lot of study from various disciplines both through theoretical studies, especially in the realm of Communication Studies. And practically it can be an evaluation and reference material for the management of the mass media industry in the country, especially in Banjarmasin, South Kalimantan in terms of media convergence and media ownership.

## **2. Literature Review**

### **2.1. Theory Of Economic Media**

The economy is built on the concept of supply and demand. In its simplest form, suppliers create goods and services from limited resources to meet the wants and needs or

demands of consumers. Applied to the media industry, suppliers consist of TV and radio stations, satellite networks, and print publications. Actual goods and services are considered as good content consumed on TV or computers, or through handheld devices such as smart phones. Consumers are represented by two main constituencies: Actual hearings that see, listen or read content, and advertisers who buy time and space in the media to reach consumers to sell products and services.

Albarran (2002, p. 5) before defining media economics as the study of how the media industry uses scarce resources to produce content that is distributed to consumers in society to meet various wants and needs. Therefore, media economy is defined as the study of how media companies and industries function at various levels of activity for example, globalization, regulation, technology, and social. Through the use of theories, concepts, and principles taken from a macroeconomic and micro economic perspective.

The industrial organization model, also called the IO model, has been used by researchers for years to understand and analyze the relationships that exist between structure, conduct, and market performance in various industries. This model is also known as the S C P model. The IO model was originally conceived by Bain (1959), and much of the early literature on media economics adopted it as a theoretical foundation because of its usefulness for researchers and its systematic approach to analyzing markets (Albarran, 2010).

Efforts to create a better understanding of market structure and improve the IO model lead to the development of company theory. Corporate theory is an extension of the IO model, with the intention of gaining a more thorough understanding of the most common types of market structures: monopoly, oligopoly, monopolistic competition, and perfect competition. In most developed countries, the media market is dominated by oligopolistic and monopolistic competition structures. Perfect competition is rarely found in the media industry except websites, while monopolistic structures tend to be limited to certain industries such as newspapers and satellite radio (Albarran, 2010).

## ***2.2.Strategy And Media Management***

Media companies represent individual companies or entities established through their respective countries, operating for profit. Media companies can be public companies (owned by shareholders) or private companies (also owned by stakeholders but not listed on any stock exchange).

According to Sudarma (2011) in a developing media economy, individuals are responsible for their own media consumption what you want, when you want it, and how you want to access it. This change has disrupted traditional business models and forced advertisers to constantly re-evaluate their marketing strategies and practices. Likewise, traditional media must evolve and respond so as not to be completely abandoned.

To survive, conventional media must be able to maintain credibility and trust in the information presented. This credibility and trust of the community can only be built by the spirit of professionalism of journalists who adhere to the ethics of journalism, which is to present fAktual information that is well verified. This is a strong offer for print media to be able to survive.

Jarvis in Sugiya (2012) said that the media industry, especially print media, must make changes if it does not want to be marginalized. One of them is a change in strategy must be made so that print media can survive. Print media must be able to define itself from the medium. Print media cannot be just paper. Strength and value do not only come from content control and distribution. Another strategy carried out by print media is by integrating newspaper content into electronic tablets.

This competitive strategy pattern in the print media industry is a form of innovation and adaptation to technological advances (Wikan in Sugiya, 2012). The transformation of print media towards convergence is a form of reaction as well as an anticipatory attitude towards a number of experts' predictions about the future of newspapers. There is a tendency that tablet computers are widely used by print media publishers in various parts of the world (Trivono in Sugiya, 2012).

Media convergence is a necessity that absolutely needs to be anticipated by print media publishers through increasing the press company's human resources in the mastery of information and technology (Sugiya, 2012). Newspaper and online media have their respective strengths and weaknesses. Newspapers seem slow, because information that has been bombarded through television and online media can only be enjoyed by readers the next day. As for online media, they have the advantage of being fast and complete. Online media and even social media are now the fastest to deliver news about natural disaster warnings compared to print media. Weaknesses in online media, among others, are about the accuracy of the news (Sugiya, 2012).

### ***2.3. Media Ownership In Indonesia***

The belief that ownership ultimately determines the nature of the media is not only a Marxist theory but also a reasonable axiom summarized in Altschull (1984) the second law of journalism 'media content always reflects the interests of those who finance it. Not surprisingly, there are different forms of media ownership, and ownership power can be exercised in different ways (McQuail, 2010).

As Altschull's comment implies, it is not only ownership that counts, but also broader questions about who actually pays for media products. Although there are media whose owners personally pay for the privilege of influencing content, most owners only want profit, and most of the media is funded from different sources. This includes a number of private investors (including other media companies), advertisers, consumers, various public or private subsidies, and the government. Therefore, the line of influence from ownership is often indirect and complex, rarely the only line of influence (McQuail, 2010).

Most media are included in one of three categories of ownership: commercial companies, private non-profit entities and the public sector. However, within each there is a significant division. For media ownership it will be relevant whether the company is public or private, a large media chain or a small conglomerate or independent. It may also be a matter of whether media companies are owned by so-called 'media tycoons' or 'moguls', characterized as wanting to have a personal interest in editorial policy (Tunstall and Palmer, 1991). Non-profit entities can be neutral trusts, designed to maintain operational independence (such as with Guardian newspapers), or entities with special cultural or social tasks, such as political parties, churches, and so on. Public ownership also comes in various forms, ranging from direct state administration to complex and diverse constructions that are designed to maximize the independence of decision making about content (McQuail, 2010).

For mass communication theory, it is almost always the highest decision of the most important publications. Liberal theory rests on the assumption that ownership can be effectively separated from control over editorial decisions. Larger (allocative) decisions about resources, business strategies, and the like are taken by the owner or council owner, while editors and other decision makers are free to make professional decisions about content that is their specialty. In some situations and countries intermediary institutional arrangements (such as editorial statutes) are designed to maintain the integrity of editorial policies and journalist freedom. If not, professionalism, code of ethics, public reputation (because the media are always in the

public eye) and common sense (business) should address issues that appear to be undue influence by the owner (McQuail, 2010).

### ***3. Material and Methods***

This research uses a qualitative approach. Qualitative research studies things that are in accordance with their natural state and then tries to understand, interpret, phenomena in terms of meaning that surrounds people and their surroundings (Denzin & Lincoln, 2005, p. 3). Moleong (2015) explains if qualitative research is used as a step in explaining and understanding phenomena experienced by research subjects.

Interpretative Social Science (ISS) is used to uncover Aktual tabloid management strategies in the digital age, so that complete data will be obtained and researchers are able to explain comprehensively. Neuman (2015) describes Interpretative social science (ISS) which is interpreted as an analysis approach carried out systematically to see the meaning of a social action through direct and detailed observations with a scientific setting. The use of ISS is expected to gain an understanding and interpretation of how people create and maintain their social world (Neuman, 2015 p. 116). This method will make it easier to assess and identify problems that occur as they are in the field, so that solutions can then be found to maintain print media and develop digital media in South Kalimantan. The subjects of this study were the general leaders, editors and reporters of the Aktual Tabloid, as well as the employees of PT Abid Media Mandiri, who published this media.

Data collection in this study will be carried out in various ways in order to obtain results that are as expected, including by conducting in-depth interviews conducted in a structured or unstructured manner. In addition, researchers try to collect and retrieve documentation in the form of image content retrieval and if necessary to record or record information (Creswell, 2016). In this study, it will collect all the Aktual tabloid editions in 2019 years produced by the Aktual tabloids. Documentation is needed to collect documents in the form of text and others to support research data.

### ***4. Results and discussion***

#### ***4.1. Results***

Aktual Tabloid is a tabloid that is published twice a month (bi-weekly), which has been published since August 17, 2001. This tabloid is circulating in the offices of the city and regency governments in Kalimantan that collaborate. Per issue, the Aktual Tabloid printed 300 to 500 exemplar. Aktual Tabloid was founded by two people who were friends with each other, with the initials AF and SK. They are former reporters at the Dinamika News daily, which since January 17, 2000 changed their name to Kalimantan Post. From this relationship in Dynamics of News, AF and SK then knew each other and were close friends. In 2000, AF applied for a pension to the management of the Kalimantan Post, because he was an ASN and was prohibited from working in two places. In the same year, the Dinamika News daily downsized employees and SK, including one of the employees laid off. After that, AF initiated the Asylum Tabloid with SK in 2000.

The Aktual tabloid edition of 2019 was published with 12 pages and 4 color pages. Colored pages include pages 1, 4, 9 and page 12. In each issue, the Aktual tabloids contain articles about information about the activities of the municipal and district governments that collaborate with the Aktual tabloids. In addition to articles, the Aktual tabloid also includes advertisements such as the advertisement for the Indonesian campus of Banjarmasin and the Stienas in July 2019 edition No. 570.

Aktual Tabloid was established thanks to the intervention of 2 people, including AF and SY. Their background and relations are described as follows. AF began his career as a journalist for an organization magazine on campus. While still a student he also became a journalist in the Gawi Manuntung daily. When the Gawi Manuntung newspaper went out of business and AF got a baccalaureate degree, AF then joined the news dynamics as a permanent journalist. After a few years of a career in Dynamics News he decided to quit as a journalist at Dinamika News because he was an ASN.



One of them is Banjarmasin City Government.

Picture from a weekly routine page that publishes Banjarmasin city government activities in the Aktual Tabloid

As a journalist who has had a career for 15 years, of course AF gets experience in the field of print media. Because of that he was able to establish his own print media with the name of the tabloid Suaka (Kalimantan sound). In the establishment of the Aktual Tabloid, he contributed to establishing an asylum tabloid as the Aktual parent company of the tabloid.

As mentioned in the previous section, Aktual Tabloids are media that contain reports on government activities that have worked together. Not only government agencies, the Aktual Tabloid also cooperates with non-government parties and community leaders. The following is a description of the parties working with the Aktual Tabloid based on observations of the Aktual Tabloid edition published from January to July 2019.

#### 4.2. Collaboration Aktual Tabloid with Local Government

In the January to July 2019 Aktual Tabloid, researchers found content that showed the results of collaboration with a number of local governments, including city, district and provincial governments. In the Aktual Tabloid from January to July 2019, the news about the Banjarmasin City Government is located on pages 4 and 9. This is evident from the presence of

the city logo and Banjarmasin city motto at the top of pages 4 and 9. The Banjarmasin City Government news page on this Aktual Tabloid is published with colored prints. Aktual Tabloid also routinely shows the activities of the Banjarmasin city government, of course, with beneficial framing between the two parties.

For example, the news on the Aktual Tabloids on pages 4 and 9 of the June 2019 edition no 567 raised the activities of the mayor and deputy mayor of the city government of Banjarmasin. Like the meeting of the mayor and deputy mayor with a number of lurahs in the baimbai paddle hall Banjarmasin city. Seen from the photo displayed on the page, the mayor and the deputy mayor lead a meeting with the lurah in Banjarmasin.

News about the Banjarmasin city government is usually obtained when the Banjarmasin city government carries out activities. News about the city of Banjarmasin which is published in Aktual tabloids is usually processed by Aktual tabloid contributors. Aktual tabloid contributors who are also public relations from the city government of Banjarmasin. Sources of information from articles published by Aktual tabloids related to the city administration of Banjarmasin are sourced from the city government public relations division of Banjarmasin. Information provided by Banjarmasin city government public relations includes photos and information made by Banjarmasin city public relations. Proven in the photo presented the Aktual tabloid that reads humpro.



Throughout the January to July 2019 edition, researchers found two advertisements, namely from the National College of Economics (STIENAS) Banjarmasin and STMIK Indonesia Banjarmasin. Both are available in the July 2019 edition number 570 and on pages 5 and 10 with grayscale prints.

The reason for the news from the Banjarmasin city government in Aktual tabloid publications is always in the form of the work program of the Banjarmasin city government. Because the Banjarmasin city government has collaborated with the Banjarmasin city

government. This activity is related to the branding effort of the Banjarmasin city government in order to produce a good government image.

The Banjarmasin city government reporting model in the Aktual tabloid is a report on the activities carried out by the Banjarmasin city government and a photo of the activity. The photo published in the Aktual tabloid is a photo of the mayor of Banjarmasin. The articles published in the Aktual tabloids favor the Banjarmasin city government.

### 4.3. Collaboration Aktual Tabloid with non Government Organizations

Aktual Tabloid also collaborates with several non-government agencies, such as higher education institutions in the South Kalimantan area. Throughout the January to July 2019 edition, researchers found two advertisements, namely from the National College of Economics (STIENAS) Banjarmasin and STMIK Indonesia Banjarmasin. Both are available in the July 2019 edition number 570 and on pages 5 and 10 with grayscale prints.

In addition to advertisements in the form of posters, there are also advertorials on page 11 of non-government agencies in the Aktual Tabloid. In the same edition, researchers found advertorials from STIA Bina Banua and AKPARNAS. According to Madjadikara, (2004) advertorials are advertisements written in an editorial style. The contents of the message and writing style are more serious to increase the reader's confidence in what we describe in the advertorial.

From the researchers' reading, the poster and advertorial advertisements are directed to a figure in South Kalimantan who is now serving as a member of the Indonesian Parliament, dr. H. Muhammad Zairullah Azhar. In the two poster advertisements, a clear photo of Mr Zairullah as chairman of the Banjarmasin Education Foundation was clearly displayed. For his advertorial, the name of Mr. Zairullah is written in the title and also a photo of him giving the award certificate to a student named Baktiansyah as the best graduate.





In the January edition of 2019 no 558 Aktual tabloids published articles of zairullah activities on the first page.

In the Aktual March 2009 edition of the tabloid number 561 the first page down there is also an article that mentions a high school in Banjarmasin. The article entitled "student of STIA Bina Banua Banjarmasin, who received an ice selling mission in front of the campus to help the family economy" indeed there was no element of news about Zairullah. However, this article is still related to Zairullah because STIA Bina Banua Banjarmasin is an Education Foundation chaired by Zairullah. This article tells how students who receive Bidik Misi scholarships provided by the Foundation help the economy of the student's family.

#### 4.4. Aktual Tabloid Collaboration with Community Leaders

Aside from collaborating with several City and Regency Governments, the Aktual Tabloid also established relationships with a number of community leaders. One of the figures related to the Aktual Tabloid is HM Zairullah Azhar. This is evident from the publication of consistent reporting about Zairullah's activities as chairman of the South Kalimantan DPB PKB. Articles on zairullah activities in the Aktual 2019 edition of the tabloids are on the front page or on page 11 in the alternative news column.

Researchers found that in the first semester edition of 2019, the Aktual Tabloids from January to June no other figures were promoted by secretary HM Zairullah Azhar. With articles that seek to accompany readers' opinions in order to produce a positive image for Zairullah. This shows the closeness between the Aktual tabloid manager and the former Tanah Bumbu Regent

The news about the zairullah activity was titled "the people of Tanbu want Zairullah to become regent again". In the news it was explained that the public hoped that Zairullah would be re-nominated for the 2020 elections and could lead the spice land again. For photos of the

article, Zairullah is giving a speech and has a direct dialogue with the people of Tanah Bumbu. The photo in the article contained information directly taken by SK's brother.

Then there is the collaboration between the Aktual Tabloid and the public figures in the January 2019 edition number 559 articles about zairullah in the Aktual tabloid on the first page of the lowest position. Article with the title "Tanjung Samalantakan and Pudi residents want Zairullah Azhar to become the regent of Kotabaru".





The contents of the article in the February 2019 edition number 559 describes the achievements of Zairullah who succeeded in raising the status of spice land which was originally a sub-district from Kotabaru district to become a spice land district in 2003. Evidenced by assuming the position of the first spice land regent after the expansion of the region. This statement was made by residents of the Kotabaru regency at the village.

#### **4.5. Discussion**

##### ***Model Of Aktual Tabloid Management***

Aktual Tabloid production process can be said to be similar to the media in general. Journalists or contributors are tasked with finding and writing news. Aktual Tabloid Contributors are mostly members of the city and district government public relations teams that work together with Aktual Tabloids. After that, the news is edited and designed according to the Aktual Aktual Tabloid template by the editor and validated by the chief editor. It was only after that the news was submitted to CV Grafika Media Sarana as the publisher in the form of a pdf digital file format.

After the file is received by the publisher, the publisher makes a film in the form of a flat aluminum for immediate printing on offset machines owned by CV Grafika Media Sarana. The printing process takes around 3 hours for 12 pages with 4 color pages and 8 black and white pages totaling 300 exemplars. After the printing process is complete, the tabloids are wrapped to be returned to PT Abid Media Mandiri to be distributed to government offices in collaboration with the Aktual Tabloid.

For each issue, Aktual Tabloids are produced on average around 300 exemplars. For the 2019 edition the Aktual Tabloid is published with 12 pages with 4 color pages and 8 black and white pages. The range of production costs per issue is around 4-5 million rupiah per edition. The initial payment of 50% and the remainder is paid after the tabloid has been received by PT Abid Media Mandiri.

Aktual Tabloid operational funds come from advertisers and cooperating governments. This is because the Aktual Tabloid is not traded to the general public and only circulates around government offices. The government who is a partner pays for advertising costs after the tabloid is published.

From the analysis of several Aktual Tabloid editions conducted by researchers, there are several figures, such as politicians and regional heads, who always fill certain pages of the tabloid. The figures include Dr. Zairullah Azhar, who now serves as the Indonesian Parliament from the PKB faction. Balangan Regency PKS Chairperson, H Ansharudin, also appeared on the Aktual tabloid on the front page of the July 2019 edition no 569.

Aktual Tabloid relations with these figures are as media and advertiser partners. The figures who advertise on the Aktual Tabloid themselves are politicians who are fighting in the regional elections in the 2020-2024 period. Therefore they need the media as their promotional event to get support from the community and the Aktual Tabloid was chosen to be a campaign tool for the candidates.

In addition to the Aktual Tabloid marketing process that is different from print media in general, the management is the same. The survival of the Aktual tabloid from its inception in 2001 until now is inseparable from the management system that relies on relations or interlocking. Of course the relationship that SK has as the general leader or editor in chief.

During his time as a political journalist at Dinamika News, SK knew Zairullah as a Golkar Party politician. From this introduction, the two formed a relationship. The relationship between the two continued until SK no longer became a reporter at Dinamika News and established an Aktual Tabloid. When Zairullah moved to the National Awakening Party (PKB), Zairullah also collaborated with SK to join the party cadre. Because he has become a cadre of political parties, the decree must not or no longer be a member or administrator of the Indonesian Journalists Association of South Kalimantan with the AF, although on the other hand he also still moves the Aktual Tabloid.

After that, the decree was then appointed as the public relations PKB DPW of South Kalimantan. At this time, SK was running an Aktual Tabloid with the support of Zairullah as an advertiser, who was in need of publication to nominate himself as a member of the Indonesian Parliament from South Kalimantan. When Zairullah successfully pitched to Senayan after winning a seat in the Indonesian Parliament from the 2019 Pileg, SK was appointed as Zairullah's expert staff. Zairullah himself has member number 55. Interlocking is outside of management but has an impact on management. Zairullah's activities have always been the news item in the Aktual Tabloid because of the close proximity of the figure of Zairullah Azhar who is a politician and influential person to the media owner, making news content tends to contain 'celebration' of political figures in the region itself.

### **5. Conclusion**

Aktual tabloids circulating in South Kalimantan have been hit by technological advances in the form of social media and online media. So that the Aktual tabloid management strategy is to rely on the relations of the chief editor as well as the Aktual tabloid owner.

Relationships built by the media owner and editor in chief are friendship or can be referred to as "interlocking relations". So that Aktual tabloid management that focuses on the local area of South Kalimantan is more inclined towards the interests of media owners. The framing that is raised often portrays people who are close to the editor in chief as a result of establishing years of relationships with politicians and media interest holders.

Whereas if seen from the supporting factors and editors of the Banjarmasin Aktual Tabloid facing competition in the digital era, Content is a factor that strongly supports Aktual Tabloids to maintain their existence, because the content they have is specific content that focuses on the business and political economy. Content is also a selling point where advertisers will not hesitate to advertise their products because the Aktual readership is middle-class and above. In addition, the Aktual Tabloid also has a good connection and is maintained both internally and externally.

Developing technology is very supportive in the mechanism of work, where every job is facilitated by technological advances. The inhibiting factors of the Aktual Tabloid editor include the cost of printing or paper raw materials that increase each year greatly affects the print media, because of the development of technology that decreases reading interest. This makes frequent print media closed due to lack of advertisements and raw materials continue to rise. In addition, human resources began to decline due to the lack of maximum regeneration so that the basic economy is declining both in terms of micro and macro.

### **6. Recommendations**

1. Actual management in Banjarmasin should expand its network so that it does not depend solely on related figures and institutions, so that the position of the press as public media can truly be fulfilled.

2. The people of South Kalimantan as media consumers should increase their reading interest, so that they still want to buy printed media, both for responsible information needs, as well as for the continuity of the media as agents of change and to educate the public.

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