Media Convergence of the Indonesian House Representative Television

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ABSTRACT

The development of media convergence affects almost all the publication and broadcasting practices, including special media managed by the Indonesian House of Representatives (DPR). This article explores the practices of media management and communication patterns in DPR News Bureau. The research uses Dailey's media convergence model, namely the convergence of continuum model. Using case study method, we observe closely how staff's behavior and communication patterns among the media divisions of DPR. Interview conducted to find out how the editors run media management in providing information to the audience. The results showed that the editorial management of DPR media has applied the integrated media convergence; from collecting information, producing news to distributing the content.

Keywords

Cloning, content sharing, coopetition, cross-promotion, integrated media convergence

INTRODUCTION

In the present era, the development of mass media is very fast along with the rapid development of technology. The new discoveries of technology have an impact on changes in terms of both content and tools used by the mass media. The presence of the internet can slowly get rid of newspapers and magazines. In addition, the rapid development of the internet also forced radio and television to join the virtual world. The rapid development of mass media is caused by audiences who start using the internet in everyday life. The majority of people use the internet to access information. Community behavior also has an impact on the mass media changes from the broadcasting equipment in the newsroom to the organizational structure. According to data from the Indonesia Association of Internet Service Providers (Asosiasi Penyelenggara Jasa Internet Indonesia – APJII), the number of internet users from 2006 to 2014 in Indonesia continues to increase rapidly. In 2006, the number of internet subscribers reached one million seven hundred subscribers and increased in 2014 to more than twenty-two million internet subscribers (APJII, 2019).

The changes from conventional media such as print media, radio, and television and combining them into the online media create a new organizational structure and system in mass media. This

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change is what Avilés and Carvajal (2008, as cited in Rizkiansyah et al., 2018), define as media convergence.

According to Tapsell (2014), the media convergence that developed in the 21st century is possible as a result of technological developments. The change of equipment from analog to digital not only changes the system of the journalistic and broadcasting devices but also changes the organization in the mass media as a whole. According to Jenkins (2006, as cited in Tapsell, 2014), digital technology in the media industry today is entering a new dimension of integration, synchronization, and conglomeration. Through digitization, journalists are increasingly gaining the ease of sharing data (audio, visual, and text) for use in elaborating content into a number of media platform based on Avilés and Carvajal (2008, as cited in Setiadarma & Rizkiansyah, 2018)

One of the advantages of online news media is online media can combine text, audio, and video in one media platform and can be accessed anywhere and anytime. According to Fidler (1997, as cited in Achmad & Ida, 2019), multimedia convergence in online media is also called mixed media because of the combination of various media platforms. The media convergence spread throughout the media and became a goal for media owners to develop their media. Research by Duhe, Mortimer, and Chow (2004, as cited in Rizkiansyah et al., 2018) indicated nine of ten televisions are using the concept of media convergence. The same results were also conducted by Thurman and Lupton. Media research was conducted in the UK and indicated that some of the media in the UK using internet technology as the main tool for the dissemination of messages to the public (Thurman & Lupton, 2008).

The impact of the development of Internet technology on the media and causing media convergence also occurred in Indonesia. The development of digital media makes an impact on the physics, space, and time of the audience to still connected and become a new alternative to human life (Praptiningsih & Kurnia, 2020). Currently, some television stations in Indonesia have news websites to fulfill public access to information, such as SCTV with liputan6.com or Metro TV with metrotvnews.com. The combination of the media platform is not just television with the internet, but also by combining all media platforms into one management media group. For example, the MNC group which has RCTI, Global TV, MNCTV, Trijaya Radio, Koran Sindo, and sindonews.com.

Many media platforms are owned by the Indonesian government. Not only in the private sector but Indonesian government media is also affected by the convergence of technology. One of them is the publication of the news bureau House of Representatives (DPR RI). To disseminate information to the public, news agencies DPR RI combine all media platforms, print media (parliamentary magazine and parliamentary bulletin) parliamentary TV and parliamentary radio, as well as social media and DPR RI website. To build media convergence facilities in the DPR building, the government is preparing more than 80 billion rupiahs, and its funding will increase to 100 billion by 2018 ("Anggaran Rp. 18M", 2011). In addition to disseminating information, media developed and funded by the government also have the potential to be a means for governmental branding (Wijaya, 2018).

Media convergence management in the government environment is different from private media because the government media is not commercial-oriented. Based on this government media background, the researcher is interested to examine how the management of convergence media in the Bureau of News of DPR RI. Media convergence changes the journalistic and broadcasting equipment, crew behavior, and also organizational management. According to Singer (2004, as cited in Avilés et al., 2009), convergence refers to a combination of technology, products, workers, and geography among print, television, and online media.

Media convergence is starting to be a way for many media to work, regardless of industry type (Turow, 2013). Print media, radio, television run their industry with the principle of convergence to meet the standards desired by the audience. Media convergence includes five major dimensions according to Grand and Wilkinson (2019), which are:

1. Technology Convergence
    convergence as a process of merging media, telecommunication, and computing industries, and unifying all forms of mediated communication in digital form. Grant and Wilkinson argue that two features of technological development are specifically at the core of the embodiment of media convergence, namely: digital technology and computer networks.

2. Multimedia Content
   In terms of content, media convergence refers to the ability to display various formats of media content through only one medium. In the aspect of journalism, this multimedia content can also produce newsroom convergence, where one editor can produce various news outputs with multimedia content.
3. Ownership
   The convergence of media cannot be separated from the dimension of media ownership itself. Current media ownership tends to lead to cross-ownership where various media are often joined in the same ownership. The current trend of media ownership in Indonesia also shows a convergence trend of ownership. The media map in Indonesia is controlled by several major media groups, such as the MNC Group which owns RCTI, Global TV, MNC TV (television), Sindo newspaper (print), and Okezone (online), as well as the Trijaya FM (radio) network.
4. Collaboration
   In collaboration, convergence can also be carried out by media with different ownership or by different types of media. The convergence that is carried out is usually in the form of sharing content or sharing various information at the presentation level.
5. Coordination
   In the coordination dimension, media with different ownership may cooperate as well as media that are joined under one ownership. The convergence that can be done can be in the form of sharing information or making use of other features that benefit both parties (Grant & Wilkinson, 2019).

Dailey (2005, as cited in Hassan & Elmasry, 2019) provides a concept of the newsroom for media convergence based on the assumption that convergence is formed from interaction and Cooperation between cross-media partners, whether the media is owned by one person or group ownership. This Dailey convergence model is well known as the convergence continuum model. According to Dailey, media convergence is a media collaboration consisting of five stages, namely Cross Promotion, Cloning, Coopetition, Content Sharing, and Full Convergence.

Convergence also has an impact on journalism, causing changes to the newsroom as editorial staff works together to produce various products for various platforms to reach large audiences with interactive content that must be published 24 hours/week. Meanwhile, Professor Rich Gordon from Northwestern University explained that there are five forms of convergence that have emerged in the United States, namely:

1. Ownership Convergence.
   The convergence of ownership associated with a large media and led to the cross-promotion and distribution of content among print, online, and television platforms owned by the same management company.
2. Tactical Convergence.
   The tactical conversion refers to the sharing of content among partners or emerging agreements between media with separate ownership. The common model is a system of cooperation between television or cable TV stations and newspapers with each company saving profits.
3. Structural Convergence.
   This form of convergence is associated with a change in the time of news gathering and distribution. Gordon writes that this has also led to changes in the management process of his practice in the field.
4. Information-gathering Convergence.
   This form is found at the reporting level, where according to Gordon's understanding, the media company recruits reporters with multiple skills. In some other countries, this form represents the most controversial issue as society argues for one's success in producing broadcast-quality content for all media platforms. Several terms arise in connection with this argument, namely platypus or inspector Gadget, or backpack journalism.
5. Storytelling Convergence.
   Gordon said this type is a convergence operation at the level of a journalist's job and requires support from management in terms of purchasing the needed equipment. He also predicts a

new form of journalism will emerge as a combination of computers, newsgathering systems, and the interactive potential of the web and television as journalists understand how unique each media platform is (Quinn, 2005).

Lievrouw (2009, as cited in Handayani, 2011) explained that there are three development moments from a conference perspective. *First*, the flow of mass communication research is related to two-way communication theory and mixed theory (mass and interpersonal communication) regarding media effects. *Second*, when there is communication technology. Currently, it is communication between computer networks or communication between humans and computers. *Third*, when a daily human dependence relationship is created with new media and digital culture itself changes ideas about ideas from mass communication. As a result, media convergence is urgently needed in terms of the idea of mass communication.

To add insight to this research, researchers combined a continuum convergence model with three important activities in newsroom activities on convergence media ie data collection, news production, and content collection and distribution (Avilés et al., 2009). At the data collection level, journalists consider the background of the media platforms in which they work in collecting data. While at the level of news production and material gathering, journalists produce news according to the media platform. While at the distribution level, conventional media also distribute news according to their respective media such as newspapers through print and electronic media such as radio and television using signals.

Several studies in Indonesia have discussed the development of convergence in the mass media. Research by Annisa (2021) shows that the convergence of media in radio media is used as a goal to expand the reach of listeners by developing broadcasts through social media, enlarging adverts through social media broadcasting, and also increasing the influence of media conglomeration.

Likewise, with research by Sari (2021) by examining the convergence of media in Bass FM radio media. The results of his research show that journalistic convergence such as newsroom convergence, gathering convergence, and share content convergence can be applied easily in convergence including radio and social media such as Facebook, Instagram, and others. Convergence also makes radio easier for branding by getting closer to its audience segmentation through social media so that it can reach a wider target audience, either getting the number of listeners or business targets through radio streaming on social media.

Research by Rizkiansyah et al. (2018) shows how stakeholders try to adapt to media convergence on metro TV. Media workers consisting of reporters, cameramen to the level of policymakers such as editor-in-chief and producer know about media convergence and its benefits for the media. However, the research also shows how stakeholders still feel in determining the right strategy to get a good and profitable model in the application of media convergence in companies. For this reason, seminars and workshops are continuously held to anticipate changes that occur in media convergence as a result of technological and online developments.

Other research results by Rizkiansyah et al. (2020) show that the impact of the development of media convergence, especially journalism convergence, changes the journalism skills of workers and the application of journalism principles to online media. As a result, the value of new journalism principles emerged in new media, such as the media, which had to clarify any fake news that appeared on social media.

METHOD

This research uses a qualitative approach that intends to describe the results of the research and seeks to find a comprehensive picture of a situation. According to Creswell (2016), qualitative research is a process of research to understand human or social problems by creating comprehensive and complex images presented in words, reporting detailed views obtained from informed sources, and conducted in a natural setting.

Meanwhile, we used the case study method to describe the process of the convergent media in the bureau news DPR. The case study method is suitable for studying the specific phenomenon in its context (Stake, 2015). Data collection techniques in this study using non-participant observation and interviews. The technique is generally used when research uses a qualitative approach. Nonparticipant or passive observation, when the researchers come to place the object

of research and see, but researchers do not participate as a team in the object (Sugiyono, 2005). The observation in this research refers to the Bureau of Publication Public Relations of DPR with four editorial rooms as research material that is Parliament TV, Parliamentary Radio, Parliament Magazine, social media, and website of DPR RI for one month in May 2017.

To strengthen research data, the researcher then conducted interviews besides observation as a data collecting technique. According to Gunawan (2016), the interview method is a method used to collect data or verbal information from someone called respondent through a systematic and organized conversation. In this study, the researcher interviews:

1. *Head of DPR News Bureau*, Mr. Djaka Dwi Winarto (Personal Interview on 24 May 2017),
2. *Head of TV Parliament*, Mr. M. Irfan (personal interview on 24 May 2017),
3. *Editor in Chief TV Parliament*, Mr. Helmy Adam (personal interview on 24 May 2017),
4. *Head of DPR Social Media and Website*, Mrs. Nita Juwita (personal interview on 24 May 2017),
5. *Head of DPR Printed Media*, Mr. Sugeng Irianto (personal interview on 29 May 2017).

Data analysis techniques in this study followed the steps of data analysis and data interpretation as described by Creswell (2016); *First*, processing and preparing data for analysis. This stage is collecting data from the DPR News bureau, observing stakeholders' performance when they are working. *Second*, read the entire data. The second step in this research is reading interview transcripts and policy DPR News. *Third*, start coding all data. In this step, the researchers grouped or coded all interviews and observations according to convergence media according to Dailey. *Fourth*, apply the coding process to describe the implementation of convergence media. *Fifth*, show how the results of the table to be presented again in the report. At this stage is to present or describe in full the findings obtained about the implementation of convergence media. *Sixth*, interpretation of the report or research results. The last stage is the interpretation of research findings on the implementation of convergence media and linking it to technological developments in the era of the technological revolution and journal recently.

FINDINGS AND DISCUSSION

News Bureau of DPR RI has a function to disseminate information related to thoughts, policies, activities, and parliamentary decisions to all Indonesian people and the outside world. To accommodate and inform the aspirations, responses, and expectations of the community to parliament, and to promote a healthy understanding and practice of democracy that is beneficial to the life of the nation, state, society and to educate the nation, especially in the political education of the community. According to Nita Juwita,

> *The Parliamentary News Bureau has three main sub-sections, print media, social media, and media analysis. For print media, it consists of parliamentary magazines, parliamentary bulletins, while content for websites and social media of the House of Representatives is featured in Facebook, Twitter, YouTube, and Instagram* (personal interview).

Meanwhile, Djaka Dwi Winarto adds,

> *In addition, the Parliamentary Bureau of Reporting also has two other sections that broadcast parliamentary information, parliamentary radio, and TV Parliament. These two sections produce the same news and integrate each other and are streamed on the website as well* (personal interview).

The management of joint issues through the media part of the analysis in the form of setting agenda and media analysis is needed to gather the latest information to answer the issue as a form of input in running the advertorial work program both in print and online media. In the term of cloning, the convergence started from the basic which is the results of information from the reporter in the field. According to Irfan, "*Reporter looking the information and process it to website. Then the same source publishes into parliamentary magazine and bulletin*" (personal interview)

Magazine and bulletin are the publishers that publish news in the parliamentary for next day. For a quick publisher, the DPR News Bureau chooses radio and television to publish their

information with similar sources. In the term of collaboration convergence media, our source thinks that parliamentary news has to make collaboration with other media. Helmy Adam explains, "*News bureau has an agreement to publish their news to other local and national media*" (personal interview).

For example, TVRI has broadcast the parliamentary program which they relay the program from parliamentary television. At content sharing, a stakeholder in the news bureau thinks that sharing content only for magazines and bulletin in the parliamentary. Nita Juwita says, "*After reporters, journalists and photographers have done their job for searching news until they finished creating content for parliamentary bulletins and magazine, then they finished content for other platform media such as parliamentary radio and television*" (personal interview).

The media makes the audience have more media choices with increasingly diverse content (Grant & Wilkinson, 2019). Not only related to production and consumption, but media convergence is also a marker of changes in various elements of communication: media, culture, audiences, technology, and industry. In Indonesia, media convergence departs from the print-based model base that collaborates with the online version.

The medium of media convergence, according to Dailey (2005, as cited in Hassan & Elmasry, 2019), is a collaboration consisting of five stages of activity:

1. *Cross Promotion*, where media are promoting on different media platforms,
2. *Cloning*, media making contain based on data from different media platforms,
3. *Coopetition*, inter-media collaboration for profit,
4. *Content Sharing*, sharing of programs or materials to the media Others are different platforms or companies,
5. *Full Convergence*, convergence in all areas of technology, staff, and management.

Based on Dailey's concept of the newsroom for media convergence, the House of Representatives News Bureau is formed from interaction and cooperation between colleagues, in the form of media collaboration consisting of five stages: cross-promotion, cloning, coopetition, content sharing, and full convergence.

Cross-promotion

News Bureau in the parliamentary produce news than promote in the other platform media such as Print media, social media as well as Parliament TV and Radio. The news material was promoted on the website before publishing the parliamentary magazine and bulletin. The social media and website sections also make a promo for broadcasting such as Parliament TV broadcasts, including streaming and YouTube. The Parliamentary News Bureau has three main subsections, namely print media, social media, and media analysis. For print media, it consists of parliamentary magazines, parliamentary bulletin, and content for the DPR RI website and social media (FB, Twitter, Youtube, and Instagram).

Cloning

Radio DPR RI is one part of the newly established News Bureau, so it is still in the process of revamping, so the news produced is the result of collaboration with Parliamentary TV. Most of the news is cloned from Parliament TV, in the form of audio material from parliamentary TV broadcasts that aired from Monday to Friday. In the print media, Parliamentary Bulletins are published once a week, Parliamentary Magazines are published every month. Sections of print media, social media, and media analysis are integrated into producing the same news. News material in the field is inserted into the website after it goes into parliamentary magazines and bulletins. In addition, the website also airs Parliament's TV broadcast.

Coopetition

In conducting media collaboration in an event, the News Bureau uses its media to create a positive image of the House of Representatives. Media is used for publication and communication facilities in the event. The Bureau of Coverage Parliament also collaborated with several prints and online media (local and national). In conducting media collaboration in handling an issue, the News Bureau held a Legislative and Democratic Dialectic Forum every Tuesday and Thursday in the Press Room of the House of Representatives. The event is a discussion forum by the DPR RI media center to socialize legislative products of DPR RI and discuss the actual issues by involving members of DPR

RI. The Press Room of the House of Representatives consists of local and national media reporters assigned to the DPR RI.

Coopetition between media, both internal media and external media in the convergence scope does not eliminate the agenda-setting factor. Determination of issues in reporting begins with the DPR secretariat policy to be analyzed and carried out under the sub-division of print media and social media. There are two kinds of issues that could be planned to publish. The old news that has potential publishing today and new issue requested by DPR secretariat.

As for the duties of the print and online media divisions are 1) Coordinating with the Head of Subdivision of Media Analysis. 2) Assigned the Head of Subdivision of Media Analysis to carry out the formulation and preparation of recommendations

The DPR News Bureau steps in the preparation of issue recommendations and its implementation by print and online media from the DPR RI. 1) Conducting discussions on actual issues from the DPR environment as well as from news summary issues in print media, online media, and actual issues. 2) Draft recommendations relating to actual issues and issues raised from the news overview. 3) Formulate recommendations to be submitted to the leadership. 4) Creating a database for analysis of print media news, online media, digital clippings, and recommendations. 5) Recapitulate the agenda-setting material per week

Content Sharing

Every week, on Friday, the entire crew of the News Bureau holds a coordination meeting to discuss what issues are going on and predict future issues. The media analysis section describes and recommends issues to be raised by the Parliamentary Magazine and Bulletin. Once the issue is established, further determination of the journalist to make coverage. Content that has been covered, corrected by the editor until it can be newsworthy to be published in the parliamentary magazine, bulletin, radio, and television, including broadcasting in the TVRI. The three main subsections are integrated into producing the same news. Starting from the reporter looking for news material in the field then put it on the website after that it entered the magazine and parliamentary bulletin.

The entire crew from the News Bureau held a coordination meeting to discuss what issues were going on and predict the issues that would occur in the future. The media analysis section describes and recommends issues to be raised by the Parlementaria Magazine and Bulletin. After the issue is determined, then reporter, journalist, and photographer create content for the parliamentary bulletin and magazine. Reporters, journalists, and photographers do their job of searching for news until they have finished creating content for parliamentary bulletins and magazines, then the finished content is corrected by the editorial crew so that it can become newsworthy of publication in parliamentary magazines and bulletin.

The content production process in the news bureau in the DPR parliament is carried out by a team from the print media and social media divisions. The flow of the production process begins with the secretariat general meeting of the DPR RI with two divisions, namely the print and online media division and the parliament news division. This meeting discussed the content of the news. In print media coverage, the discussion leads to the contents of the pages in the parliamentary media in the form of a bulletin newspaper and a parliamentary magazine. As for some content in print media, it discusses the following:

a. *News sources from newspapers*.
   Selection of news sources from newspapers or magazines from outside the editorial. This news source will be used as a reference for the selection of issues to be presented in the parliamentary media. In addition, the selection of news sources is also used as an evaluation to find out how criticism from the media outside the parliament can be produced so that news can be produced that will answer the criticisms of the media.

b. *News issue*.
   This meeting also discussed issues to be presented in the parliamentary media. The selection of issues originated from the evaluation and analysis of the media carried out by each of the heads of both print and social media to be conveyed to the meeting participants. From this source, the secretariat general of the DPR RI decided to publish issues in accordance with the analysis from media outside the DPR RI parliament or from comments on the social media line.

c. *News headlines*.
After the selection of news issues, it is also decided which titles should be published on the cover of the DPR's parliamentary newspapers and magazines as well as every article in the media. The title is chosen according to the criteria to attract readers and represent the information content of the published news article.

d. *DPR members who are in the news*.
The number of MPR members is 700 people, with details of the DPR members totaling 500 plus 135 regional representatives and 65 delegates from class. Of these people, not all of them can become sources in the parliamentary media. For this reason, it is necessary to select criteria for people who can become sources in the news. Usually, the members of the DPR who are elected are spokespersons or public relations for each faction, party, or group, representatives from the government or officials, and people who are experts in the issues being discussed in the article.

e. *The faction of DPR members who are in the news*.
Currently, there are 9 factions in the DPR, consisting of one political party. The faction selection as the content of the news can be selected according to the factor of the spokesperson's ability and the problems at hand.

f. *News tone in the news tone*,
The news content that is chosen consists of positive, negative, and neutral.

g. *News Sources*.
News sources are selected from the ability of the resource person to answer problems and the ability of the source to attract the attention of the reader.

h. *Implications*.
The selection of news issues can also be seen how the implications are in society if the news is disseminated to the public. For that, we need an in-depth analysis of an issue so that it can control the implications of news that appears in society.

i. *Recommendation*.
The recommendation here is intended to provide recommendations for further news suggestions after the analysis of the parliamentary media content has been obtained. This recommendation is used as material for selecting the next issue and giving priority to the issue seen from the implications of the news published in the community.

Full Convergence

Internal editorial management conducted by the Bureau of Information gathering; the agenda in the DPR and the latest issues that have been analyzed. News production: reporters search for material and create news, which is then edited by editors, so it is worthy to be published in print, online and radio, and television. Distribution in editorial management at the DPR RI; parliamentary magazines and bulletin are distributed in the DPR, embassies, and airports throughout Indonesia for free. The public can also access information about the DPR through parliamentary TV and the DPR RI website, as well as DPR RI social media via the internet.

Full convergence of media in the DPR news bureau is implemented in parliamentary magazines and bulletin. Content sharing and cooperation are used through social media, namely Facebook, Instagram, and Youtube. However, DPR Radio is still in the development stage so it is not possible to carry out convergence. In the realm of collaboration, news bureaus only produce broadcasts about parliamentary content. After that, collaborating with TVRI to broadcast these products.

CONCLUSION

In addition to the private mass media, government media are also affected by the convergence of technology. One of them is the publication of the News Bureau DPR in Senayan, Jakarta. The parliamentary media has implemented the convergence media. Five elements of Dailey have been applied from cross-promotion until full convergence. In the later development, collaborative print media with online media, and then to the inclusion of the radio and television mediums.

The results showed that editorial management in the Bureau of Coverage of DPR RI has reached integrated media convergence. From the time of information collection, the production of news to distribution has been done full convergence. Part of print media, social media, and media

analysis as well as Parliament TV and Radio are integrated into producing the same news, in accordance with the character of their respective media, through cloning and content sharing.

Even most of the Parliament Radio news broadcast is the cloning from Parliament TV, in the form of audio material from parliamentary TV broadcasts that aired from Monday to Friday Cross Promotion, where the media are also promoting on different media platforms. In terms of coopetition, in conducting media collaboration, the News Bureau uses all its media elements as a means of publication and communication to create a positive image of the House of Representatives.

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