

Convergent Media, Content of Diversity and Contemporary Consumers

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Abstract—Convergence in the news media today characterized by replication of its partial content into online multi-platforms. This article aims to find the main online convergence platforms of news media and the considerations in selecting those platforms. Since diversity is a major issue in multi-cultural Indonesia, this research is also aimed to describe how those considerations applied in reporting diversity. This article is based on research of two Indonesian leading news media websites: liputan6.com and cnnindonesia.com. To get a clearer picture in reporting diversity, this article focused on the report of the Indonesian independence celebration in 2018, in the national palace that represented diversity. The research applied case study method; data was collected through observation and interview with the managing editors of both media. The results showed that the main platforms for both media are YouTube, Facebook Instagram, and Twitter. Other than those platforms, liputan6 also use Liputan6 app and Pinterest. Platforms selection is based on business considerations, which showed the convergence in media operation, particularly the marketing and news production process. During reporting diversity, both media replicated the parts of the mainstream media news content into other platforms, as an array of news products distribution toward the contemporary consumers.

Keywords: *convergent media, content of diversity and contemporary consumers*

I. INTRODUCTION

The development of media convergence has become a concern for academics, as well as bringing up various studies and literature, especially those aimed at exploring the impact of its existence on the media industry [1]. Historically, media convergence has always brought a shift in the media era, such as the development of the newspaper era due to the convergence of print and photography media, or the television era resulting from the convergence of audio, visual, and broadcasting.

Today, when all modes of mass communication are converging with computers and the internet, a multimedia era is emerging that shifts the paradigm of media and changes business processes in the media industry. In the era of media convergence, the production process that previously produced a single media has shifted to a multiplatform output process. This causes content diversification, where content that has been delivered to the public through conventional media such as television and newspapers, is repackaged as fragments of information that

appear in various formats, such as websites, micro blogs, video shares, etc.

The development of digital technology as the backbone of media convergence is very important to be observed; given the current media convergence is a cornerstone for contemporary information society. However, the complexity of media convergence is also risky and has the potential to face great challenges. As explained earlier, media convergence is not only a matter of technology, but as a cornerstone of contemporary information society, media convergence also deals with cultural, social, economic, etc. This shows that the development of media convergence must be studied from various perspectives and understood in its historical context, including its continuity and discontinuity in the landscape of the media industry [1].

In addition to technological developments, the circulation of media content is greatly influenced by consumer participation. In this case convergence represents a cultural change, where consumers are given a great opportunity to find new information that is scattered and interconnected with fellow consumers and content producers. This shows that convergence does not merely occur at the technical level, but also in the minds of every consumer, which combines various pieces of information that they absorb from various media platforms. Media convergence supported by new technology allows the same content to flow to consumers through a variety of different channels that are ubiquitous and in various forms that can touch the point of consumer perception [2]. Digital content packaging is sent to the public through various distribution channels [1]. Thus, the media industry players can reach their consumers through various channels, in various forms of content that make consumers netted into the tactics of offering messages.

The era of convergence, which also began to develop in Indonesia, is used by media owners to strengthen their media business. Expansion and mergers are common strategies to survive in the convergence era competition mode. Through expansion and mergers, the scope of the business becomes wider, and enables efficiency in the content production process. Thus, the presence of multiplatform media is not parallel with content diversification. Almost all media tends to focus on the same content [3].

In the context of Indonesian society, which is very diverse, one of the media content that is always important to study is about culture, especially the issue of diversity. Culture with its diversity is the dynamics of human life that continues to develop in line with the times, the acceleration of the development of science and technology, and the development of human thought processes. The awareness of such diversity is increasingly felt in the present thanks to global communication and increased intercultural contact. Even though greater awareness is not a guarantee of the preservation of cultural diversity, it makes this problem even more prominent. Cultural diversity is increasingly becoming a major social problem, related to the growing diversity of social rules within and between different societies. [4].

Diversity can be seen from various dimensions, the regional economic potential, ethnicity, religion and culture. In reality the pattern of national diversity can even be said to be multi-dimensional in nature [5]. Some of the problems faced by Indonesia include the intolerance of diversity. Regarding diversity intolerance in Indonesia is still visible even in political years the issue of intolerance is increasingly complex. As stated by Ginting, *et al*, the problem of anti-tolerance /intolerance and anti-pluralism which is increasingly strengthened is not only influenced by faith and the scriptures, but much is influenced by real factors, such as politics, economics, social and culture [6].

Practitioners of intercultural communication and cross-cultural psychology routinely make claims that cultural diversity is an asset for teams, organizations, and society. Cultural diversity is a good thing. An understanding of "diversity" is strongly influenced by the paradigmatic context in which we carry out the understanding and further, that the idea of "diversity" is highly dependent on the post-enlightenment perspective and the post-modern paradigmatic perspective. That the notion of diversity exists in paradigmatic and cultural contexts does not make it weaker, but demands that we understand that context if we want to debate its value. A deeper problem is how to reconcile unity and diversity. However, the superiority of diversity does not happen automatically and diversity itself can be a very disruptive force in organizations and society. We live in difficult times of cultural clashes and may move backwards in terms of our appreciation of cultural diversity [7].

Convergence in the news media today characterized by replication of its partial content into online multi-platforms. This article aims to find the main online convergence platforms of news media and the considerations in selecting those platforms. Since diversity is a major issue in multi-cultural Indonesia, this research is also aimed to describe how those consideration applied in reporting diversity.

II. METHOD

As a qualitative descriptive case study, this research aimed to describe different characteristic of a phenomenon in its context, to acquire better understanding of the particular case of interest, as an intrinsic case study (Stake in Bascarada, 2014). This research can also be categorized as an illustrative case study, which is descriptive in character

and intended to add realism and in-depth examples to other information about a program or policy [8].

Data of this research are news reporting on cultural diversity in the Indonesian independence ceremony in the Presidential Palace in 2018, which appeared in the convergence media of liputan6.com and cnnindonesia.com. The results of data analysis from the two media, followed by interviews with the management of the two converging media.

III. RESULTS

A. *Liputan6.com*

Liputan6.com is an online media owned by PT Elang Mahkota Teknologi Tbk (Emtek Group), one of the media giants in Indonesia. Emtek group has several broadcast and cable television stations (SCTV, Indosiar, and Nexmedia), production houses (Screenplay Production, Amanah Surga Production, and Dreamtoon), paid film sites (iflix.com), and online media (Bintang.com., Bola.com, Vidio.com and Liputan6.com). Liputan6.com management is under the management of one of Emtek's subsidiaries, PT Kreatif Media Karya (KMK). For digital online, such as liputan6.com and Bola.com, the page-view has already penetrated 500 million per month, which makes the cost-perview getting more efficient for KMK and certainly for EMTEK [9].

Liputan6.com has 14 heading features: (1) Home; (2) News; (3) Business; (4) Showbiz; (5) Soccer; (6) Photos; (7) Techno; (8) Check Facts; (9) Video; (10) Hot; (11) Disability; (12) Global; (13) Automotive; (14) Others. Other than those features, the website has 12 footer features: (1) Contact; (2) Editors; (3) Career; (4) Sitemap; (5) Disclaimer; (6) About; (7) Code of Ethic; (8) Right to Reply and News Correction; (9) Complaint Form; (10) Cyber Media Guidelines; (11) Check Fact Method [10]

Liputan6.com website facilitate its visitors with highlights of popular topics on the main page that help their consumer to be directly updated to the news that is of public interest. The term of the heading features emphasizes a more personal and emotional aspect that resembled of human interest, for example using the term "soccer" which is closer to the fans, rather than the general term "sports".

The human interest perspective is also represented in the selection of angel, as in figure 1. The angel of Indonesia Independence Day, was selected focused on the aspects of human interest, by reporting a personal momen behind the stage, when the president and the first lady were taking selfie in traditional costumes before the state ceremony.



Fig. 1. Liputan6.com Website on Indonesian Independence Celebration 2018 [11]

B. *cnnindonesia.com*



Fig. 2. *cnnindonesia.com* Website on Indonesia Independence Celebration 2018 [12].

cnnindonesia.com was launched in 2014, as the first media under the partnership between Turner Broadcasting system Asia Pacific, Inc., and PT Trans Media Copora, followed by the *cnn indonesia* television news channel that was aired a year later (<http://cnnpressroom.blogs.cnn.com/cnn-facts-sheet>). In addition to *cnn Indonesia*, Trans Corp also has free to air television stations (Trans TV and Trans7), cable television (Transvision and Indonesian Cinema), news portals (*detik.com.*, *cncbndonesia.com*, etc), production houses (MD Entertainment, MD Animation, etc); and many other media enterprises.

There are 10 heading features in *cnnindonesia.com*: (1) Home; (2) National; (3) International; (4) Economy; (5) Sports; (6) Technology; (7) Entertainment; (8) Lifestyle; (9) *cnn TV*; (10) Others. Other than that there are 13 footer features: (1) About Us; (2) Editors; (3) Cyber Media Guideline; (4) Career; (5) Disclaimer; (6) CNN.U.S.; (7) CNN International; (8) CNN Spanish; (9) CNN Chile; (10) CNN México; (11) Arabic; (12) Japanese; (13) Turkish [13]

The term of heading features tends to be broad and formal, but the *cnnindonesia.com* website footer feature allows its visitors to link to international CNN groups in

several countries. The tendency to be formal and informative is also resembled in the choice of angel, as showed in figure 2, news about Indonesian Independence Celebration 2018, that represent the president in a traditional costume in a rather formal pose in front of the public.

C. *Website Visit Comparison*

Based on the research of digital world rating agency SimilarWeb, the digital facts about *Liputan6.com* and *cnnindonesia.com* during the first semester of 2019, showed several inverse data as summerised in Table I.

TABLE I. WEBSITE VISIT COMPARISON

	Media	
	Liputan6.com	cnnindonesia.com
Global rank visit	804	1869
Country rank visit	18	36
Total visit	75.07 M	34.58 M
Direct visit	8.79%	20.74%
Refferrals visit	5.18%	10.90%

According to *Alexa.com* 82% of *liputan6.com*'s visitor are in Indonesia, the average visit to the site is 4 minutes 53 seconds perday [14], while according to *similarweb.com* the average visit duration in the first semester of 2019 is 3 minutes 14 seconds [15]. On the other hand, according to *Alexa.com* 95,75% of *cnnindonesia.com* audience are from Indonesia, with average of visit to the site for 3 minutes 59 seconds perday [14]. While according to *similar.com* the engagement of the its consumer to the website, at the average of visit of 2 minutes 12 seconds [15].

Table I shows that as websites that were ranked in the 10 most accessed sites in Indonesia, there are significant differences of visit between *liputan6.com* and *cnnindonesia.com*. *Liputan6.com* visit ranking both in the global (804) and local (18) scope is much higher than the ranking of visit *cnnindonesia.com* globally (18) and locally (36). The total number of visits *Liputan6.com* is more than double that of *cnnindonesia.com* (75,07 M compare to 34.58 M) [15].

It is interesting to observe the traffic sources on both sites, which show reverse data from the number of visits. Both direct and refferal visit of *cnnindonesia.com* is significantly higher, with more than double numbers. *cnnindonesia.com* direct visit is 20.74%, while *liputan6.com* is 8.79%. The refferal visit of *cnnindonesia.com* is 10.90% while *liputan6.com* is 5.18%.

This percentage represents the difference of consumers' tendency in visiting the websites. From this data it appears that a higher visit occurred on the website *liputan6.com* which was emphasizing on human interest aspects that are more personal. While *cnnindonesia.com* which is more formal and informative, the visit is lower but the consumer's time of consumption on the site is longer.

D. *Convergence Media Comparison*

Liputan6.com and *cnnindonesia.com* have several forms of converging media as summerised in Table II. The table shows that both media shared several similar digital media accounts with slight differences. While the *cnnindonesia.com* has its own TV stations, *Liputan6* has a TV Program in the free to air TV Stations (SCTV).

Liputan6 was originally the online version of Liputan6 Program in SCTV, but later on it became a separate enterprise under the similar holding company of EMTEK Group, previous largest stakeholder of video share website Vidio.com.

TABLE II. CONVERGENT MEDIA COMPARISON BASED ON MEDIA OBSERVATION BETWEEN LIPUTAN6.COM AND CNNINDONESIA.COM

	Media	
	Liputan6.com	cnnindonesia.com
Website	√	√
Facebook	√	√
Instagram	√	√
Twitter	√	√
Youtube Channel	√	√
TV Station	-	√
TV Program	√	-
Pinterest	√	√
Vidio	√	-
App	√	√

E. News of Diversity, Convergent Media and Contemporary Consumer

Numbers of news of diversity issue captured in 2018 in Liputan6.com and cnnindonesia.com, their view count, and number of comments are summarised in the following table:

TABLE III. CONTENT OF DIVERSITY, VIEW COUNT AND CONSUMER’S COMMENTS

	Media	
	Liputan6.com	cnnindonesia.com
News of Diversity	65	62
View Count	2.368.118	4.497.724
Number of Comment	2.015	19.400

Table III shows, that the number of news about diversity in liputan6.com and cnnindonesia.com captured in 2018 are almost the same. While the view count and number of comments are so much different. The view count of cnnindonesia.com news of diversity are almost twice than the view count of liputan6, while the number comment of the online news consumers in cnnindonesia.com are almost ten times then comment of liputan6.com’s consumers. In this case, while the news content is simmilar, while responds of the consumer are very diverse. From this data it appears that consumers of liputan6.com and cnnindonesia.com have different tendencies in terms of engagement with news about diversity.

There are several categories of topics in the news of diversity on both websites, as shown in Figure 3. The highest percentage of topics in cnnindonesia.com is on cultural issue 52%, then religion 32%, human right and other topics 11%, human right 11%; and gender issue 6%. While the highest percentage of topics about diversity in liputan6.com is on religion 48%, then culture 45%, gender issue 14%, human right 8% and other 6%.

From this data it can be inferred that news of diversity in both website tend to be about conservative issues such as culture and religion, than contemporary issues such as gender and human right. However, the data represents how both websites put attention to the issues of diversity which have been a critical in Indonesia, and support the superiority of diversity that which is not happen automatically; to a certain

level this data also represent appreciation of cultural diversity [7] by both websites.

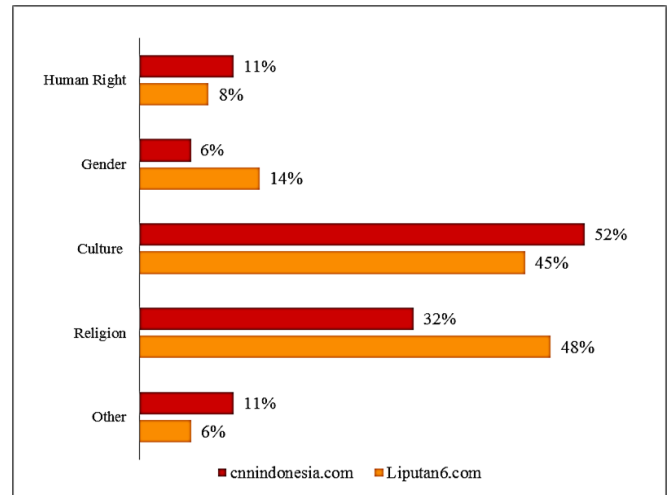


Fig. 3. Topics of News of Diversity

Based on intervied with the management of cnn indonesia, diversity is a topic that deliberately exposed for the sake of commitment:

“Coverage that promotes diversity, in terms of rating it is not good, ... But we are still committed to building diversity... That diversity is behind the head, which we capture is precisely the cultural richness, now that we have adopted at that time, if I catch the idea, it will expose as much cultural wealth as possible... [16]

Based on data captured in 2018, convergence media used to redistribute news of diversity by Liputan6 are: 51% by Liputan6 site, 25% by Facebook, 23% by Twitter, and 3% by Instagram. Meanwhile, convergence media used to redistribute news of diversity by CNN Indonesia is 42% by website, 15% by Twitter, and 6% by Facebook, as summarized in Figure 4.

As earlier discussion, media convergence made possible by technology, allows the content in one media to be passed on to consumers through a variety of different media through various distribution channels [1] to reach their consumers. On the other hand, multiplatform media is not parallel with content diversification. [3]. As explained by CNN Indonesia News Manager below:

“We have social media, Instagram, Facebook and Twitter, applications do not yet exist (at that time), just Go Mudik the other day, Youtube ... There is a strategy ... there are several strategies, anyway, ... like Facebook or Twitter or on Twitter it is more linked, so if people look at this link, it's more to the link, but the next strategy seems to be different ... that's it, just like this, for example, you're familiar with the term first screen, second screen, third screen, you know about the business ... ultimately business is more business” [16].

From the interview it was revealed that coverage of Liputan6.com used social media with the aim that the public read news about coverage of Liputan6.com. Social media has become a kind of outlet for Liputan6.com coverage to reach the contemporary consumer.

“Certainly to make sure our news is read by people, that is the effect on page views, now the times are different from when I was in the newspaper, people used to look for news, then people spend money to buy newspapers, buy magazines, but if now news is looking for people because the media is already very much, now it is flooding of information, so we use social media and anything to spread our news to be read by people” [17].

The social media used are Facebook, Twitter, Instagram, the 6.com coverage application, Pinterest. The use of social media is made somewhat different for each social media tailored to the target user.

“The contents are the same, but the narration is somewhat different. The language is different, if Facebook is made flat, isn't it for people who are more mature huh, Instagram is made rather slang, Twitter is also made flat because Twitter is mostly 30 years and over almost the same as Facebook, if young people are more concerned Instagram, maybe the narration is somewhat distinguished. The same news that we will share when it's different, because not all the news on a busy Facebook will be busy also on the diagram so it's different too” [17].

There are several digital media convergence of Liputan6.com and cnnindonesia.com where a full news article followed by news pieces in various media platform, particularly the social media. According to managing editor of Liputan6.com, the placement of news on various social media is based on different considerations:

“The contents are the same, but the narration is somewhat different. The language is different, if Facebook is made flat, isn't it for people who are more mature. Instagram is made rather slang, Twitter is also made flat because Twitter is mostly for those who 30 years and above almost the same as Facebook. Young people are more concerned on Instagram, the narration is somewhat different. The news that we will share and when is different, because not all the news on a resonated Facebook will be resonated also on the Instagram so it's different too.” [17]

The social media in Liputan6.com are managed by the social media team in the marketing section, not by the editors, while the editors monitor the social media process indirectly:

“It managed by the social marketing team. So the editor is not ... the editor does not always manage it ... when there is something sensitive, they consulted to the editor ... The editors do not really take control but they (the social media team) will always consult us, and we give recommendations ... but they also have the initiative to promote, it is rather unique” [17].

Figure 5 summarized the data percentage of diversity news that appears in the official Youtube account of liputan6.com and cnnindonesia.com with their digital convergent media. According to Figure 5, the news of diversity in Youtube official account of cnnindonesia.com 42% appeared in its website, 15% in its Twitter account, and 6% in its Facebook account. Figure 5 also showed that the news of diversity in Youtube official account of Liputan6.com 51% appeared in its website, 23% in its Twitter account, 3% in its Instagram account and 25% in its

Facebook account. This numbers showed how the dissemination of media content are offered to the consumers, where where consumers are given a great opportunity to find new information that is scattered and interconnected, which combines various pieces of information that they absorb from various media platforms.

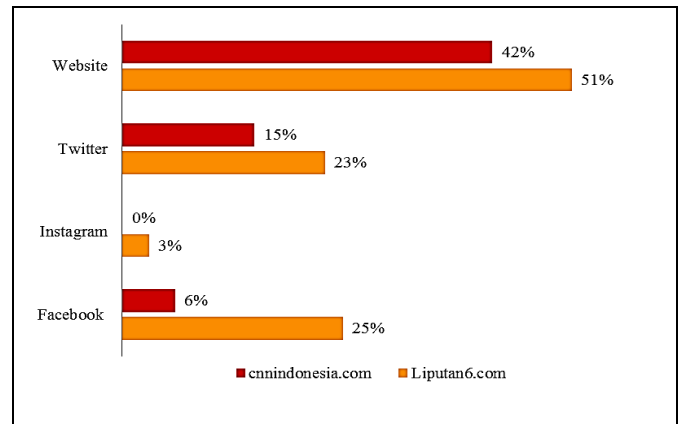


Fig. 5. Digital Media Convergents Based on Content Analysis

This research revealed that the process of reporting diversity in convergence media as represented in Figure 6.

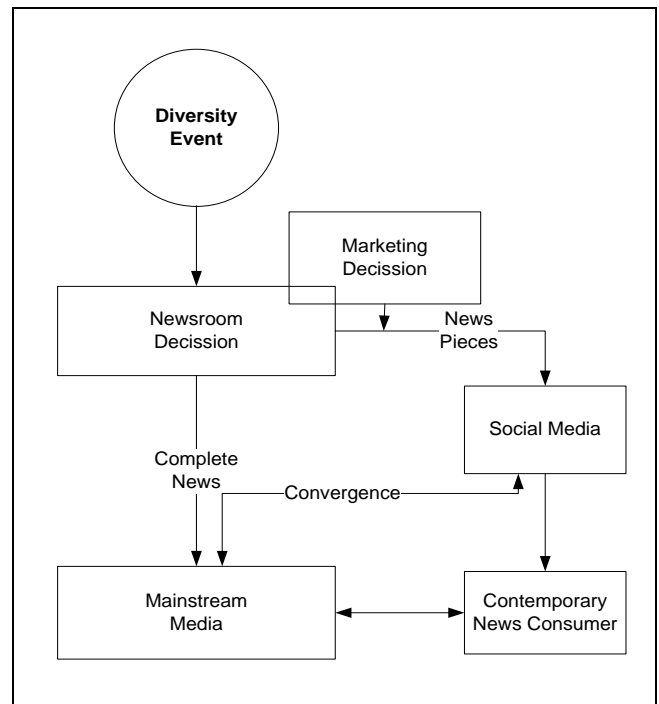


Fig. 6. Reporting and Marketing Process of Diversity Issues in Convergent Media

Figure 6 shows how a diversity event, in this case the celebration of Indonesian Independence Day where the Presidents and all the participants in the celebration wearing multi-culturally traditional costume, was reported by convergence media. The angle of the news and how it would be reported in the mainstream media, in this case the website, is a matter of newsroom decision, as the role of the managing editors. In the website the news is reported as a complete news article.

On the other hand, the process of circulating the news pieces in various social media, is a matter of marketing and the social media team, that aimed to reach the contemporary

consumers. The social media process is also a convergence process of newsroom and marketing decision. The consumers' link to the news pieces in social media can lead them to engage to the mainstream media, and vice versa.

IV. CONCLUSION

The results showed that the main platforms for both media are Youtube, Facebook, Instagram, and Twitter. Other than those platforms, liputan6 also use Liputan6 app and Pinterest.

Platforms selection are based on business considerations, that showed the convergence in media operation, particularly the marketing and reporting production process. During reporting diversity, both media replicated the parts of the television news content into other media platforms, as an array of news products distribution toward the contemporary consumers.

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