The Convergence of Mass Media and Its Effect Towards Information Seeking Among Students

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Abstract— **This research is motivated by the development of mass media as a medium for journalistic products that always develops following technological advancements. Conventional media, such as newspapers, radio and television, integrate themselves with internet-based media, creating new digitally platforms based. Through media convergence, all types of mass media are becoming all in one in terms of facilities, journalistic models, including the ability of journalists and content. In addition, the newest requirement of media convergence, technology also changes people's behavior, especially students in seeking information that based on technology and non-directly physical contacted with the media mainstream. Therefore, it is interesting to explore using a qualitative descriptive approach to the aspects of convergence that occurs in the world of mass media in general, including trends in existing and aspects of student attitudes and behavior in the process of information search. The results showed that (1) media convergence is a necessity in the sophisticated technology. It is no longer a choice, but it has to maintain the existence of a media industry in a very tight competition. (2) student attitudes and behavior which is influenced by technology makes them focus more on searching content and ignoring the media names. While, the gadget in hand, students have got all the information they want very cheaply freely.**

Keywords— mass media, media convergence, students

I. INTRODUCTION

The history of mass media in the country is inseparable from the start of printing press that was found in Europe which inspired people to create print-based media. This printed media is a sign of the presence of a new era in sharing information worldwide, during the Dutch colonial period in the Archipelago (Indonesia).[1]

Print-based mass media became the first mass media that work on their daily routine, that sharing news to the public. With a variety of features, print media continued to grow until Indonesia's Independence Day. In addition to modern weapons and spiky bamboo, print media is one of the most important tools.

The developing enthusiasm, then the print media continues to grow and educate public with a variety of content. Even in the New Era, the rulers at that time made print media such as *Surat Kabar* have to reach all corners of the village with the *Koran Masuk Desa* (KMD) program. However, history records how the New Era at that time controlled the media tightly.[2]

However, print-based mass media was one of the people's choices at the time. Besides not many choices of types of mass media, print media also became very suitable due to the citizens' needs of reading material. So the presence of print media as delivering information is very important.

There is a gradation of the function of print media that began as a means of struggle, and then shifted to a business during the New Era. Even the mass media (print) at that time from the side of the authorities, it helps the government carry out development. For this reason, the world of journalism at that time known as development journalism.

At the same time the mass media, especially at 70s print media, shifted to industry-based media, competition became inevitable. The print media improved, because in the midst of competition, each print media must be the first to become a public choice. During this time how people witnessed an increasingly diverse print media, both in terms of content and packaging.

On the other hand, people will see the condition of the print media of the homeland appear more elegant in appearance, content quality, and more professional management. All mass media print give their best to become a public choice. Both daily newspapers, tabloids, and magazines, all competing to be in the public centre.

While the growth of electronic media such as radio and television, print media were predicted to decrease, apparently there was no effect. Print media circulation from time to time continues to increase. Even after the reformation, print media in Indonesia continued to grow. When the Press Law was amended in 1999, where the Letter of Issuance of Permits (SIT) and the Press Company Business Licenses (SIUPP) were eliminated, the print media became stronger. That means the print media can be freely published without having permission, also do not need to be afraid of being banned because there is no more revocation of SIUPP.

The number of printed medias after the reformation did not make the government of BJ. Habibie was worried. For him, who will oversee the mass media is no longer the government but the public. If the media provides good content, then the community will receive, if not the community will "banned" it. Banned style of society is not bind like the state, but by not buying it.

The history of the printed media in Indonesia informs the declining number, because the public no longer need print media that were originally published. Not a few print media

that circulate only as old as corn. The public back to the ancient print media that promote the news quality - with an interesting design touches.

The competition of print media in Indonesia is not only a matter of quality of content, but is also greatly influenced by capital. Why not, to produce good news requires reliable several journalists - because they have to handle various areas and issues. Then they need creative staff who will present an interesting layout and appearance. In addition, technology greatly determines print quality. This is where capital is so important in undergoing newspaper business competition.

In the midst of tight situations in the newspaper business competition, new technology was born and penetrated various sectors, including mass media. The presence of the internet further confirms the threat to old media such as newspapers. This technology was originally considered trivial because it is only owned and can be accessed by a handful of people. But with humanity getting cheaper and easier to access the internet, this technology is getting cheaper and spreading evenly to society.

In fact, internet-based media, since the reformation began in 1998, which started by detik.com,[3] then inspired the public and became more contagious with the presence of various other online-based media. There are online media that stand alone, there are also online media that were born from other press companies both print and electronic based.

However, the rise of online media, the reality is adding to the height of the media universe in cyberspace. When gadget is still owned by a handful of people, also when android is still scarce, print media are still flying. But when gadgets and androids have become a part of public ownership, the information is easier to access from hand to hand, then from there only print media will be affected.

Students, as an intermediate society in education, have a high demand in information. With a position as millennial ages, who are familiar with gadget or smartphone they instantly are searching for and get information from these technologies. The way students look for information is indeed unique, different from the older generation who have a dependency on print.

Students, who were born in the 90s, less contact with print media too much because they were already familiar with smartphone. Where various necessities of life, including information can be obtained easily. Therefore, in the context of accessing information, students have different behavioral tendencies with parents.

The print media will adapt to the times that are closely linked to advanced technology. Student behavior in accessing information becomes a sign for print media management to integrate its work patterns and media types into a new tradition to remains public. The journalistic tradition, which used to be independent of its own, must be more relevant by converging in various ways. Print media are no longer present as an established form so they must be connected through internet, including making media friendly to other platforms. Likewise for the media crew, convergence requires new skills and insights so that it is no stranger to the next generation of students.

II. RESEARCH METHOD

This study is used qualitative method. Simply stated, Moleong [4] defines qualitative methods as a way to describe social phenomena. Researchers able to explore social problems and symptoms in depth (*deep investigation*. This qualitative method is used for several reasons: *First*, because the descriptive qualitative method is in accordance with the orientation of this research, to describe reality. *Second*, qualitative methods make possible to observe and understand the phenomena of community life according to their own description. The community as a source of information and data is used as the main source of qualitative research data. *Third*, the qualitative method allows more in-depth verification and explanation of the object of research. In a qualitative investigative way, it is possible to cross-check relationships that are considered to be different from the requirements as stipulated in the provisions. *Fourth*, the qualitative method most of the data collected was verbal information from a number of informants in this study.

With qualitative methods researchers will explore aspects of convergence that occur in the world of mass media in general, including existing trends. Then, this method is also expected to reveal aspects of student attitudes and behavior in the process of finding information, and the massive development of information technology.

III. RESULT AND DISCUSSION

This research will reveal the objective conditions of the mass media that traditionally divide according to the types of media that are widely known to the public, such as newspapers (consisting of newspapers, tabloids, and magazines), radio, television and online media. Although these media are not introduce simultaneously, they are not differentiate to our society, especially among urban communities and students.

A. Mass Media and Convergence

Print media have chosen by the people since the beginning because there were not wider choices for the public to access information, before radio and television were present equally in Indonesia. However, radio and television became a part of the life of the urban community to the rural area, print media still appeared as if they were not displaced.

The advantages of print media are the documentation aspect. If electronic media can be heard or watched only once and cannot be saved, but it is different from print media. Print media will be read in other time, even last week's newspaper we can still read today. The aspect of documentation becomes important for print media.

As a product of technology, the mass media will develop every time, without leaving its main function. Platform shifts in mass media are necessity because technology as a cultural product created by humans continues to develop. From print-based media, electronic, and digital.

The development of this technology does not shift the function of the print media as a means to disseminate information resulting from journalistic work. In 2000s, when the internet spread among the people, the challenges of the mass media (especially print media) were increasingly complex. Managing mass media is no longer just a side but must be increasingly focused. Several major mass media groups in the country have taken concrete steps by integrating

a number of print, electronic (radio and television) based mass media, including online media, into an integrated management unit.

Some mass media managers, which were originally fragmented, have developed patterns of media convergence that can integrate text, images, audio and visuals into a new media platform that is more dynamic and attractive. The step of media platform integration is as an anticipation in facing a new era of community behavior that is attached to information technology.[5]

Mass media management is demanded to think hard to take advantage of information technology, in order the existence does not become an enemy, but a tool to help the development of mass media. However, an important keyword that might need to be explored to the fullest is developing a convergence pattern so that the mass media still available. The mass media utilize information technology as a means to keep the media industry alive and exist.[6]

Media convergence is not only happening in Indonesia, developed countries have already done this practice to maintain its existence.[6] The effort of convergence media is actually not an easy matter, because it needs to be supported by a large amount of capital, new technologies and new workers who have special expertise.

The unlimited nature of internet -based media convergence provides the opportunity for mass media to reach wider audience. If the media does not take this opportunity, then the media will lose their readers.[7] Let the media without entering the digital world, it means leaving the opportunity to develop.

Media convergence is more than simply a technological shift. Convergence alters the relationship between existing technologies, industries, markets, genres and audiences. Convergence refers to a process, but not an endpoint.[8]

Convergence means uniting various forms of products in a product. In the world of media, convergence is also influenced by the introduction of technology, the unification of media forms becomes an identity of media convergence. This convergence was born as an effort to get out of an obstacle because ancient media types no longer fit the development of existing technology. Media convergence, media content is put together in a separate platform and more accessible.[9]

Media convergence demands the relationship of content, and even sharing between other platforms. All media have to support each other to complete content with their respective characteristics.[10] Each media platform are not able to be selfish in maintaining its own content, which will force each type of media to share content.

As the demands, media convergence has become a necessity. Electronic media will present a story, on television there are other media content presented, even in print media there are others media content. But everything is now integrated in a digital format. In this digital world, convergence is no longer a necessity, but a necessity. The concept of media nowadays and in the future will be increasingly integrated and joined.[11]

In practice, media convergence requires special expertise for managers and journalists, in order to continue exist in

technological developments. Journalists must be more multitasking and technology literate. In addition, the workings of journalists must also be multiplatform and multi-channel.[12] In addition, journalists are also demanded to change radically. They have to quickly provide content and able to work with various parties. This is absolutely necessary because from the beginning, production and dissemination of information has changed dramatically.[13]

Even in working concept, media convergence demands creativity from a journalist. When everyone become a journalist for himself with the media in the form of a blog, then journalists in media with the concept of convergence must advance and surpass the public creativity of their journalistic work than those who manage their own media.[14]

A futurologist, Alfin Tofler has failed to predict the decease of printed media in 2010. However, the emergence of new predictions from Phillip Mayer about the death in 2040, it is just a matter of time. The possibility of the death of print media is still pro and contra, because Jakob Oetama ensures that print media will remain until the world ends. The condition is that print media must be smart in reading the times situation and adaptive to technology.[15]

When the development of printing press technology developed, where color and design were the reasons for choosing the media for the public, then the media industry had to adjust its media to color even with a fairly elegant design. Even in its development, packaging sometimes becomes more important than content.

The same case occurs in other media. In essence, the development of media packaging continues to be in line with the development of the technology itself. This is also the reason why the media must converge. The convergence in question starts from management, media platforms, content, to its journalistic tradition.

Media in Indonesia in general are relatively stuttering to keep in track with technological developments. Convergence is not carried out totally, so that sometimes cause vanity. The futility referred to is when the attempt to switch to a digital platform, but the public has run forward to welcome the introduction of media tradition. Companies that are more prepared to converge are those owned by large groups companies, such as Kompas Gramedia Group, Media Group, MNC Group, Tempo Group, Trans Corp, Mahaka Group, or Jawa Pos Group. While other media only become followers and far from the digital universe.

Interestingly, when big companies are trying to maintain the print format. In general, newspapers such as Kompas, Jawa Pos, Republika, Koran Sindo, Media Indonesia, Tempo, including print media in various regions, experienced a significant decrease in circulation and or pages. Some print media managed by the media giant have fallen, some have reduced the number of days published, some have eliminated supplements, in fact almost all have reduced pages and copies.

Supporting the existence and "life" of the print media, each media company creates a digital version of e-paper. This version is then re-sold with a subscription system even though the price is very cheap. But the weakness of this version of the e-paper is when the public easily shares (e-Paper) on social

media groups. Actually, those who subscribe to the digital version of the newspaper, less in number.

Some media companies, especially those that have an online version, in addition to spreading their distribution patterns independently, also collaborate with various news aggregator companies, both Yahoo and line today. Unfortunately, the fact is that the news aggregator (because it does not need to spend capital) but at the same time his traffic soared because clicked by the public, compared to media companies that issued capital for each story.

B. Searching Information among Students

As a group selected in this study, students are the middle class in terms of education. Restrictions were also carried out on the Communication Studies (Journalism) program. It is assumed, Communication Science students, are part of student cluster who are familiar with the world of mass media, including print media.

Communication Sciences students taken consisted of five classes of students studying at SGD Bandung State Islamic University (UIN), Muhammadiyah University of Bandung, and Sangga Buana University (USB) YPKP Bandung. Those who are studying at 4th and 6th semester.

The students, discussions were held about the mass media in general. The question focused on how students access information in their daily needs. Then what about students' knowledge of the mass media in general. Then how often do students read print media such as newspapers, tabloids or magazines.

In the first problem, almost all students said that they always update information. In fact, they said have to update the information, both related to their life and about other issues. Students always need the latest information and relatively quickly, this is necessary that students do not miss the information. Information that is almost commonly voiced by students, they get information from three clusters, namely from social media (WhatsApp, Facebook, youtube and twitter), then from aggregator-based media such as line today, and television. Actually, television give less contribution, because they did not provide TV at home or their boarding house.

The knowledge of Communication Science students to mass media in general knows even though they don't know in detail. The communication between students of Communication Science with the mass media was fairly low. Their time and attention is used more for playing social media with their gadget.

While the problem of accessing information through print media, not a single student was found who always deliberately accessing print media, such as buying or subscribing. If there are only a few people who read the print media, due to the office provide or subscribe by their parents the newspaper (so they rarely read it), or it is only for those who read the print media because they work in magazines entertainment (which is also read based entertainment media).

C. Consumer Behavior (Students)

The new style of society which is attached to information technology, increasingly provide with unlimited internet facilities, shifts the pattern of people's behavior which is no longer only as consumers but also producers (prosumen).[15]

Society (like students), they will utilize technology to create content with creative packaging. In addition they also still need the information that they are looking for in an easier and cheaper way.

Convergence does not mean without impact. Both for media managers and journalists, including for the public who have been become media consumers, this clearly gives rise to new thought patterns, as well as introduce the new ways and behaviors. Especially for the public consumers, convergence will also affect how to access information from the digital-based media.

New skills and increasingly sophisticated information-seeking tools, supported by students' ability to surf the internet, will introduce new behaviors in the process of finding information. If the community used to get information from radio, television or print-based newspapers, students now have different tendencies. With an instant and faster lifestyle, information will be more easily obtained by using gadgets.

D. Student Attitudes in Finding Information

Millennial society (to represent the current generation of students) relies on the necessities of life in technology, not being excluded in seeking information or news. Every day, students always read the news, without left to the deliveryman or subscribe.

Like Dimitri Mahayana who ensures that technology will change human lifestyles, will not find the commonality of students in finding information to current students. Because students did not yet have access to cyberspace, let alone being able to access from their own hands through gadgets. But students today, as long as everything can go through gadgets, they will never move to the center of newspaper sales.

The change of behavior that makes natural for students today who have never read print-based newspapers, tabloids or magazines. Even to watch television, students are rare classified, because they can stream through applications or other practical channels.

In addition, the change of digital platform hoping that the media able to visit and click any time, students are now not concerned with whatever media called. This attitude is related to the orientation of the content that is too large among students, they not aware about the media. Almost less students intentionally open certain online news portals. What students read are content that goes to their gadget via notifications, or they only visit certain news aggregators, where there are already certain news stories that are interesting and more hits. News aggregator companies in this case are smarter because they will only take the required content from various media, which they have chosen based on the reading through the algorithm code and using Artificial Intelligence.

Factually, less student contact with traditional media, even almost never. The information always get every day. That means, that allow each student to get information or news content without having to open a newspaper, turn on the radio or hold a television remote.

News consumer behavior is what must have more attention by the owners of the media industry, which the company continues to exist in the present and the future. If this trend of consumer behavior is constant and continues in later generations, while the older generation is shrinking, then

media owners have no reason to retain ancient media formats like print-based print media.

IV. Conclusion

The various types of mass media which formats or platforms are demanding convergence in various ways, ranging from the medium, journalists, management, and content. Media convergence is a necessity in the sophisticated technology. It is no longer a choice, but it is having to maintain the existence of a media industry in a very tight competition. Media managers' can no longer be adamant with ancient models, due to the development era. Social media, which was initially considered a threat, must be integrated to mass media management in order to support the progress, especially in the content distribution.

Meanwhile students, as newbie mass media consumers have a new tradition in accessing the information. Their behavior which is influenced by technology makes them no longer in touch with traditional media. From their respective gadgets, students searching for information whenever and wherever for free. Even news aggregator companies that actively send notifications are more accessible than they have to find their own content, because it takes time. This change in behavior in searching for information content must be the study of the media so that it remains an option and gets a click of a byte from the public, especially students.

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