



Crisis Communication Management in the Digital Era: An Analysis of Kompas' Daily Response Strategy to the 'Lorem Ipsum' Headline Case Through SMCC's Perspective

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Abstract. Social-Mediated Crisis Communication's lenses is used in analysing the Kompas daily response strategy to the 'lorem ipsum' headline back in 2019. The term "Lorem ipsum" has suddenly gone viral on social media and made many netizens and also other media competitors. This research uses a qualitative approach with a case study method. This approach is used to explore in depth how Kompas Daily as a media institution manages rare but significant editorial crises, especially from the perspective of digital crisis communication and reputation management. On July 10, 2019, immediately after the incident, the internal ranks of Kompas Daily held an evaluation meeting attended by managers and design teams to discuss the cause of the incident and preventive measures going forward. At the same time, a revised edition of the e-paper is being prepared for publication. Two days after the occurrence of the event, the Editorial Secretary of Kompas Daily published an article containing a comprehensive explanation of what happened, complete with an explanation of what the term "Lorem Ipsum" itself means and historical. A prompt, open, and humane response is key to mitigating reputational risks and saving public trust. Public behavior is an indicator of reputational health that can only be maintained through strategic crisis communication.

Keywords: Crisis communication, Kompas, Risk Communications, SMCC, Digital.

1 Introduction

The Kompas daily edition on Wednesday, July 10, 2019, published an edition in which the headline contained a typographical error. In the section of the sports section of the headline section on the front page, a photo of tennis star Roger Federer is seen waving his hand. However, what is written in the title is not about Roger Federer or other title sentences that fit the topic, but Lorem ipsum! (Miladi, 2019).

The sports section headline is right at the top right of the front page of the Kompas Daily. In full there is printed the sentence "Lorem ipsum dolor sit amet, consectetur

adipiscing elit, integer non magna vitae tellus". This sentence is an example of text or place holder that is used by the layout or designer as a place marker to write the news that should be. Bloggers, content writers, web designers, or anyone whose work is related to the internet should be familiar with the phrase "Lorem ipsum".

Since the miscarriage, the term "Lorem ipsum" has suddenly gone viral on social media and made many netizens. Some then uploaded the protest on social media, especially Twitter and Instagram. They uploaded photos of the newspaper while expressing criticism, comments, and surprise. The following is a screenshot of the printing error of the Kompas Daily edition on Wednesday, July 10, 2019:



Fig. 1. Kompas Daily Print Error Wednesday, July 10, 2019 edition (Source: Kompas Information Center - R&D and <https://kompas.id/>)



Fig. 2. Kompas Daily Correction Box edition Wednesday, July 11, 2019 (Source: Kompas Information Center - R&D)

Printing errors are a rare occurrence for newspaper companies in Indonesia, especially at Kompas Daily, which is the largest national media in Indonesia. Especially if it happens in the headline or news headlines. Headlines (or parts of them), have a strategic function in framing information and affect the reader's initial perception of the news. Printing errors in headlines can be categorized as a violation of the principles of accuracy and responsibility of mass media, as stipulated in the Journalistic Code of Ethics (Press Council, 2006). The media's reputation as a guardian of the truth is at stake (Ward, 2011).

A Kompas editorial staff, Ilham Khoiri, in an article he wrote and published in Kompas.id on July 12, 2019, emphasized that the printing error on the front page of the

Kompas Daily was not intentional. "The mistake occurred as a result of mistakes, without intention. The front-page designer of the Kompas daily forgot to fill the navigation space (sometimes called balcony space) with the text it should have. The mistake also escaped the observation of the final editor so that it was printed in the morning. The prints then reach the customer's hands." (Khoiri, 2019)

The goal of this article to learn how does Kompas daily team mitigate the "Lorem Ipsum" crisis in order to maintain its reputation and public trust. In response to the crisis, Kompas Daily has taken a series of actions since they became aware of the mistake. The chronology of events and the steps of Kompas Daily in dealing with this matter, broadly speaking, can be described through the chronology below:

1. Print Errors Occur on the Front Page

In the Wednesday, July 10, 2019 edition, Kompas Daily published a print error in the headline of the sports section on the front page.

2. Viral on Social Media and Reaping Netizens' Reactions

Many netizens uploaded photos of the newspaper while expressing criticism, comments, and surprise, questioning how mistakes like this could make it to print, while others responded with a sympathetic and humorous tone.

3. Initial Response: Acknowledgments and Apologies on Twitter

Kompas immediately responded by admitting the mistake through @hariankompas's official account. In the upload, Kompas explained that it was an unintentional negligence and apologized to readers.

4. Virality and News by Other Media

This incident was then reported by a number of other media and became a public conversation. The term "Lorem Ipsum" became a trending topic on Twitter that day, sparking discussion about the meaning of the text as well as speculation as to whether the incident was intentional or purely a technical error.

5. Internal Meeting for Evaluation and Solutions

In the morning, immediately after the incident, the internal ranks of Kompas Daily held an evaluation meeting attended by managers and design teams to discuss the cause of the incident and preventive measures going forward. At the same time, a revised edition of the e-paper is being prepared for publication.

6. Publication of the Revised e-Paper and Official Apology

On Wednesday afternoon, the Kompas Editorial Board released a revised version in PDF format and uploaded it to @hariankompas's Twitter account, complete with a statement that the e-paper version on the epaper.kompas.id website and application has been improved. The editor also publicly apologized and stated that the improvements were made without waiting for the next edition of the print correction.

7. Public Response and Internal Design Evaluation

Most readers responded positively to Kompas' apology and transparency, although some considered this mistake fatal, given Kompas' position as a leading national media.

8. Correction

On July 11, 2019, Kompas Daily published the news "Correction" for a printing error in the Kompas Daily headline the previous day.

9. Changes to Standard Operating Procedures

The Kompas design team decided to no longer use the text "lorem ipsum" on the layout page and further tighten the design verification process before going to print.

10. Comprehensive Explanation

On July 12, 2019, two days after the occurrence of the event that was then often referred to as the "Lorem Ipsum Case", the Editorial Secretary of Kompas Daily, Ilham Khoiri, published an article containing a comprehensive explanation of what happened, complete with an explanation of what the term "Lorem Ipsum" itself means and historical.

11. Appreciative Step: Special Discount for Readers

As a form of goodwill and humanist approach, the Kompas marketing team provides a 30% discount for transactions at Kompas.id on the same day. The promotional code (KOMPASLOREMIPSUM) was promoted through Kompas' official social media account and was positively welcomed by the public and generated real transaction responses from users.

To better understand the crisis management strategy carried out by Kompas Daily in this "Lorem Ipsum Case", an analysis based on theories or concepts related to Crisis Communication is needed. The research questions raised in this study are: "What is the crisis communication management strategy of Kompas Daily in preventing crises due to printing errors in the Kompas Daily Headline Edition Wednesday 10 July 2019?" Based on the primary and secondary data collected, Kompas Daily's steps in dealing with this potential crisis will be analyzed. The same goes for the communication strategy chosen to overcome it.

2 Literature Review

The printing error that occurred in the Wednesday edition of Kompas Daily, July 10, 2019, is one of the clear examples of how the dynamics of crisis communication have changed significantly in the era of social media. This mistake not only became a concern for loyal readers of the print media, but also triggered a wide discourse on social media. Stealing thunder theory and SMCC lenses are used to understand "lorem ipsum" case in Kompas daily 2019.

Before 2019, Kompas Daily had never made a technical mistake related to the design. The 11-step chronology above also reflects a concept called "stealing thunder theory" where when reader criticism emerges on social media, the organization reacts quickly to several steps, namely apologizing, immediately reprimanding, internal meetings and in the e-paper version of the same day an apology and correction for the technical error has been made. So, crisis communication tactics have been carried out by Kompas, before the competing media made it viral news on Twitter.

In the context of modern crisis communication, this case is very relevant to be analyzed using the Social-Mediated Crisis Communication (SMCC) theoretical framework developed by Liu, Austin, and Jin (2011).

The SMCC basically explains how different types of the public interact with information sources during a crisis. Some of the important points in this concept include:

1. **The Evolution of Crisis Communication in the Digital Age**
Social media has transformed crisis communication from a controlled one-way process of information delivery to dynamic and real-time interactions. These changes demand speed of response and strategic message planning, as public perception can change quickly through each upload or comment.
2. **Model Social-Mediated Crisis Communication (SMCC)**
This model emphasizes the importance of understanding the form of information (official vs. unofficial) and the credibility of sources in shaping audience responses. This model assists communication practitioners in choosing the most effective communication channels and strategies based on audience behavior.
3. **Social Media Opportunities and Challenges in Crisis**
Social media provides an incredible opportunity to convey information quickly, interact directly with the public, and correct rumors. However, social media also presents challenges such as the spread of misinformation, the amplification of emotions, and the loss of control over narratives. In a fast-growing crisis situation, platforms like Twitter and TikTok can exacerbate public panic or anger before the facts are verified, so organizations are required to respond quickly but remain accountable.
4. **Messaging and Public Trust Strategy**
Successful crisis communication on social media depends on transparency, consistency, and empathy. Organizations must build stakeholder trust by delivering factual and timely information, while showing concern for public concerns.
5. **Implications for Crisis Communication Planning**
With social media's central role in public discourse, crisis communication plans must now include digital monitoring, real-time response protocols, and cross-platform coordination.

3 Research Method

This research uses a qualitative approach with a case study type. This approach is used to explore in depth how Kompas Daily as a media institution manages rare but significant editorial crises, especially from the perspective of digital crisis communication and reputation management.

3.1 Research Objects and Focuses

The object of the research is the crisis communication strategy of Kompas Daily, while the main focus is directed to:

1. Initial response to a print error,
2. Communication activities through social media,
3. Internal and external corrective measures,

4. Public perception of the reputation of Kompas post-caricature.

3.2 Data Collection Techniques

Data is collected through the following methods:

- Digital and print documentation, including:
- Snippet of the July 10, 2019 edition of the newspaper,
- Correction box edition of July 11, 2019,
- According to @hariankompas twitter account,
- The official clarification article Kompas.id,
- Other media coverage and public comments on social media (Twitter, Instagram).

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2. In-depth interviews with social media manager Harian Kompas to understand the decision-making process and post-critical evaluation. Key informant – Didit Putra Erlangga – served as social manager at that time. He was tasked to do social media monitoring in relations this “Kompas lorem ipsum 2019”.

3. Social media observations, especially on the trending topic "Lorem Ipsum" and public interaction with Kompas' response.

3.4 Data Analysis Techniques

Data analysis was carried out using thematic analysis techniques to identify narrative patterns, communication strategies, and public perception. This process includes:

1. Classification of communication strategies within the framework of SMCC theory
2. An in-depth interpretation of the relationship between Kompas' actions and their impact on public perception.

3.5 Data Validity

To ensure the validity of the data, the research uses the source triangulation technique, which is by combining data from social media, official Kompas documents, and external news. Validity is also strengthened by trail audits (documentation track records) and researcher reflexivity.

4 Results and Discussions

Headlines play an important role in directing readers' interpretation of news content. A misprint in the headline can damage credibility because it is considered a form of professional negligence, even if it is unintentional (Van Dijk, 2013). In the context of crisis communication, this indicates low editorial accuracy and quality control (Rosenstiel, 2021).

In the situational crisis communication theory (SCCT) model by Coombs (2007), the public's perception of an organization's responsibility in a crisis has a great effect on reputation (Coombs & Holladay, 2010). A viral editorial error can worsen crisis responsibility attribution and lower stakeholder trust. Specifically in the media industry, credibility is strongly linked to the trust of readers and advertisers, so editorial errors can have a direct impact on business relationships and audience loyalty (Einwiller, S., & Steilen, 2015).

Therefore, before this case escalates and causes a crisis, Kompas Daily carries out an appropriate and fast crisis handling strategy. In crisis communication, speed greatly determines the effectiveness of handling. In the digital age, a slow response can be considered a form of irresponsible attitude. And according to (Fearn-Banks, 2016), delays or defensive attitudes in responding to mistakes will actually magnify the crisis.

The discussion and findings related to the "Lorem Ipsum Case" below will systematically involve the theory of Social-Mediated Crisis Communication (SMCC) developed by Liu, Austin, and Jin (2011), which essentially explains how different types of the public interact with information sources during a crisis. Social media responses to the Kompas "Lorem Ipsum" case have been diverse. Observations indicate a range of sentiments, from negative reactions to expressions of empathy. Furthermore, key informant statements reveal a shift in the narrative, which initially began as a simple printing error but evolved into a discussion regarding the actual meaning and significance of "Lorem Ipsum." SMCC theory also talks about how the social media interaction affect the company's reputation and public trust. In this case, Kompas daily responded to this "Lorem Ipsum" issue will be discussed in these five stages.

4.1 Five Stages of Communication Approaches to Responding to Crises

Kompas' Daily "Lorem Ipsum" Crisis Analysis based on the 5 Stages of Crisis Communication, is as follows:

1. Identification

- Incident: On Wednesday, July 10, 2019, Kompas Daily printed a fatal error in the front-page sports section headline, displaying the text "Lorem ipsum" instead of the relevant headline.
- Early Detection: This error is most likely detected by readers shortly after the newspaper is published or when they start reading it.
- Early Public Response: The term "Lorem Ipsum" suddenly went viral on social media, especially Twitter. Netizens began to upload protests, regret mistakes, and some showed sympathy. Other media have also started to make this news material.

2. Early Action

- Quick Confession: Realizing the mistake, the editor of the Kompas Daily immediately admitted negligence through @hariankompas's official Twitter account. This statement was uploaded by the Kompas Social Media Department.
- Initial Message Formulation: The message delivered contains an apology for the negligence, an emphasis that it was not intentional, and the hope that it will not be repeated.
- Internal Meeting: Kompas Daily held an emergency meeting in the morning to discuss the cause of the error and determine the next steps. It shows internal seriousness in dealing with problems.
- Quick Solution Preparation: During the meeting, the revised edition of the Kompas Daily e-paper was prepared, showing a very rapid internal response to digitally correct errors.

3. The Vortex of Crisis (Eye of the Storm)

- Dominance of Social Media Discussions: This misspelling has become a hot topic on social media, with netizens discussing the meaning of "Lorem Ipsum", wondering the cause, and speculating whether it was intentional or not. "Lorem ipsum" and "Kompas" are trending topics on Twitter.
- Other Media Coverage: Other media outlets made this incident newsworthy, expanding the reach and intensity of public discussion.
- Official Apology Statement by the Editor-in-Chief: The Editor-in-Chief of Kompas Daily officially conveyed an open apology. This statement contains not only an apology, but also information that the e-paper has been corrected without waiting for the next print edition.
- Solution Distribution: Kompas Editorial releases newspaper revisions in PDF format and uploads them through @hariankompas Twitter accounts and epaper.kompas.id websites, ensuring quick access to the correct version.
- Public Response to the Solution: Kompas readers responded positively to the apology and revision, accepting the negligence while hoping that Kompas would be more careful in the future. Although there is a small percentage who consider it fatal, the dominant response is acceptance.
- Brand Response Through Promotion: The marketing department of Kompas launched a 30% discount with the coupon code KOMPASLOREMIPSUM, which

was also distributed through official social media accounts. It is a proactive effort to turn negative sentiments into positive ones and keep readers engaged.

4. Pre-recovery

- **Evaluation and Changes to Internal Procedures:** Kompas Daily takes concrete steps to prevent the recurrence of mistakes. The designer decided to blank the blank text (instead of using "Lorem Ipsum") to make it clearer that the space was still empty.
- **Increased Accuracy:** Kompas' design team is committed to tightening precision in every part of the newspaper's face, emphasizing that newspaper design is a collaborative effort that requires focus and care. It shows a commitment to systematic improvement.

5. Recovery

- **Acceptance and Rebuilding of Trust:** Positive responses from readers to apologies and corrective actions, as well as participation in discount offers, show that Kompas Daily has managed to restore most of the public's trust. Discussions on social media shifted from protests to more accepting conversations and even taking advantage of promotional moments.
- **Rebuilding Reputation:** Despite the initial shocks, Kompas's swift and transparent response, coupled with internal remedial actions and promotional initiatives, helped maintain their integrity and reputation as a national media.
- **Continuous Learning and Prevention:** Changes in design procedures and increased internal rigor are evidence that Kompas is learning from this crisis to improve their work processes in the future, prevent similar incidents, and strengthen the quality of their products.

An analysis of this chronology shows that Kompas Daily handled the "Lorem Ipsum" crisis very well, following the principles of effective crisis communication: speed, transparency, confession of errors, immediate corrective action, and future preventive measures.

The crisis response shown by Kompas Daily to the "Lorem Ipsum" incident strongly reflects the essence of crisis management according to Gjorv (2013). Gjorv's statement that "The very essence of crisis management lies in the preparations: plans, drills, exercises, interaction and ways of thinking. Crisis management per se is a test of how well prepared one is" (The essence of crisis management lies in preparation: plan, practice, simulation, interaction, and way of thinking. Crisis management itself is a test of how well one has prepared), is clearly seen in the handling of the "Lorem Ipsum Case" by Kompas Daily.

The Kompas daily showed an extraordinary speed of response. Once the mistake was identified and went viral on social media, they immediately admitted the mistake via Twitter. This speed is not a coincidence, but the result of the possibility of existing crisis communication plans, or at least a quick way of thinking within the Kompas team to act quickly in the digital era. They do not procrastinate or try to cover up, which is a hallmark of readiness.

The incident triggered a quick internal meeting in the morning to discuss the cause and next steps. This shows effective interaction within the Kompas management team. In addition, the collaboration between the Social Media Department, the Editor-in-Chief, and the design team to issue an apology, revise e-papers, and launch discount promotions, signifies a well-coordinated workflow and interaction. Without preparation in terms of inter-departmental interaction, the response would not be as efficient.

Kompas not only apologized, but also immediately provided a concrete solution. They immediately improved the e-paper on the same day and released the revision. This suggests that they may have conducted simulations or drills on how to quickly correct digital product errors, or at least have the infrastructure and procedures in place that allow them to be performed without significant obstacles.

One of the strongest aspects of Kompas' response is their commitment to long-term improvement. The decision to blank the blank text (instead of using Lorem Ipsum) and tighten the rigors of the design process shows that this crisis serves as a valuable lesson. It reflects a proactive "ways of thinking" that are oriented towards sustainable improvement, rather than simply putting out fires. They learn from this "test" to get better.

The Kompas action that launched a 30% discount with the code "KOMPASLOREMIPSUM" is a smart move that turns a negative situation into a positive interaction with readers. This is not only a response to a crisis, but also a strategic effort that may already be thought of in a reputation handling scenario. The ability to respond with creativity like this is an indication of readiness and adaptive thinking.

4.2 SMCC and Crisis Communication Transformation

SMCC's theory recognizes that in the new media landscape, the dissemination of information and the construction of crisis meanings are no longer dominated by organizations or mainstream media, but are also shaped by the audience itself. This model divides actors into three main categories: social media creators, followers, and influencers, such as journalists or digital celebrities. In the context of SMCC, crisis communication flows are decentralized, real-time, and are heavily influenced by public interaction in the digital space.

In the case of Kompas, the spread of the issue of printing errors did not come from the editorial board itself, but from readers who took pictures and shared the front page of the newspaper on social media. Twitter is the main channel for disseminating information, where netizens provide comments, share opinions, and form crisis narratives involving the credibility of Kompas as a national media. In other words, the public acts as an active actor in shaping opinion and distributing information about the crisis.

One of the important aspects of SMCC's theory is the recognition that crises can be sourced from the public itself. This differs from the traditional approach that views crises as something that must be identified and controlled top-down by the organization. In the case of Kompas, editorial errors that may have previously been handled internally or with minor corrections in the next edition, actually developed into major events due to virality on social media.

The public not only disseminates information, but also forms interpretations of it. Some responded critically, questioning how Kompas could be negligent, while others

responded with humor or empathy. This variation of reaction shows that the crisis in the digital era is not only a matter of facts, but also a matter of perceptions formed collectively and quickly by online society.

According to the SMCC (Social-Mediated Crisis Communication) framework, organizations must respond to social media crises with fast, open, and relevant communication. Kompas Daily did this well by quickly apologizing via Twitter, correcting the e-paper the same day, and fulfilling two key SMCC elements: instructing information (what was done) and adjusting information (reassurance).

Kompas also offered a 30% discount with the promo code “KOMPASLOREMIPSUM” a human and creative gesture to rebuild emotional ties with readers. This reflects SMCC’s view that the public is not passive, but actively shapes an organization’s reputation.

In the digital age, reputation is co-created by the media, public, and organizations. Kompas’s fast, honest response—especially by fixing the issue online without waiting for the next print edition—helped avoid a bigger crisis and showed strong digital crisis management. This similar thing could be greatly helped by advocacy from strong community involvement from Kompas Daily readers. (Kontessa, T. K., & Layardi, H. (2024).

This case shows that SMCC is more than theory; it’s a strategic tool. Effective crisis response now requires empathy, openness, and two-way communication. Kompas’s use of humor and transparency illustrates a modern, adaptive approach to restoring trust.

Lorem ipsum text errors case must be addressed appropriately because they are ironic. As quoted in the journal *Media economic evolution of Harian Kompas from advertising revenue to digital subscriptions* (Yunianto, I., et al. (2025) discusses "journalism quality" and "digital transition", but the presentation of the document experiences technical obstacles (lack of thoroughness in final checking).

5 Conclusion

The Kompas Daily "Lorem Ipsum" case shows that effective crisis management relies on preparation—through plans, training, and a responsive organizational culture. Kompas handled the situation well, turning a technical error into an opportunity to strengthen its reputation.

A small print mistake can quickly become a reputational crisis if not managed swiftly. Kompas’s fast, transparent, and empathetic response highlights the importance of digital readiness and perception management in today’s media landscape.

To maintain trust, media outlets must:

- Develop a social media-based crisis protocol
- Strengthen editorial quality control, especially for front pages
- Eliminate placeholder text like “lorem ipsum”
- Communicate openly, quickly, and humanely in times of crisis

Such strategies are essential to protect reputation and rebuild public trust in the digital era.

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