

Local Media and Local Community in Semarang

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Abstract— To be survive in the development of technology recently, a local media in Semarang, namely Suara Merdeka daily, give special attention to local communities. It gives special attention in its publication. It also routinely creates a community award programme to support the existence of local communities. How do local communities consume the local media? How do they understand the local media? How do they position the local media in the development of new technology recently? This research objective was to describe the local communities in understanding the local media. It used an audience research perspective in a constructive paradigm. Audience ethnography was used as a research design. There were nine local communities to be observed and interviewed to get data. There were three tradition in this perspective, namely structural, behavioral and cultural tradition. The first tradition tried to get answer quantitative data which needed by media industries to support their economical interest. The second one focused on effect of media content to its consumers. The last tradition gave attention to audience activities to create a meaning when consuming media content. According to social cognition model, there are two principles to explain how audience consume media content, namely sufficiency principle and accessibility principle. The first one focuses on what kinds of information that may retrieve when constructing a judgment. The second one focuses on how easy to access information when constructing a judgment. The result showed that mostly key informants had no a close relationship with local media. They were seldom to consume routinely the local media. To support their needs in information they used social media such as instagram, facebook. They used whatsapp to interact each others. The relationship between local media just to support their activities to be published and promoted. They bought the local media when their communities were published by the media. They were almost never used the local media as a stimulant to discuss something. They would discuss the content when their communities be published. The main function of the local media to them was just as an information source to another communities or another information about their city, health, and parental role.

Keywords— *Local Media; Local Community; Audience Research*

I. INTRODUCTION

Recently the income of print media is decreasing globally, nationally, and locally. It is caused by the development of new communication technology. Some of them leave the old platform and go to the new one through online platform [1].

The report of “Perspective from the Global Entertainment and Media Outlook 2017” showed that the development of newspaper industries in next 5 years would be minus 8.3 percent. Others conventional media industries such as magazines, radio, television, book also experienced minus development until 3.4 to 6 percent. This report predicted media that used internet as operational basis would increase 0.5 to 6 percent development. This prediction was realistic if saw the future of newspaper industries in Europe and United States. A paper like The Rocky Mountain in United States that published since 1859 must be closed on 2009 [2].

This condition was confirmed by the report of Newspaper Association of America (NAA). In the last decade newspaper industries in US decreased sharply since the digital industries developed increasingly. Since 1950 to 2000 the income of newspaper industries from advertising kept increasingly. Since digital industries developed rapidly in 2000 the income newspaper industries from advertising decreased continuously until now. Total income of newspaper industries in US in 2013 was US\$ 37.59 billion less 2.6 percent comparing the year before [3].

On national context, the report of Association of Press Company in Indonesia in 2013 showed that in 2002 there were 2.003 newspaper with 17 billion exemplars sold to its readers. The number of newspaper decreased until 695 in 2004 with 16 billion exemplars sold. Several newspaper were closed such as Sindo [2]. According to [4], there were several print media in Indonesia closed such as Jasa Keuangan Indonesia, Tamasya, Gaul, Jurnal Nasional, Soccer, Chic, Tempo Minggu, Jakarta Globe, Bola, Sinar Harapan, Horison, Cita Cinta, Sinyal, Trax, and Kawanku. All the media might not survive to face new media in digital platform.

The report of [5] showed that there was a reduction of advertisement purchasing on traditional media in Indonesia since appearance of Facebook, WhatsApp, and BBM. These new platform caused decreasing the purchasing power until 4.4 percent in 2015.

Responding the condition, management of print media in East Java, Central Java, West Java and Yogyakarta tried to use the new technology to support their business through servicing their communities. All the local media provided several rubrication in their media to satisfy their communities. There were many rubrics created to serve communities need related with information, education, entertainment and social control [6][1]. The main problem was how the local communities respond to the services that local media give to them. How did the local communities consume the local media? How did the local communities position the local media in the digital media era like up to now? This research tried to describe the understanding of local communities in consuming the content of local media in Semarang City, Central Java, Indonesia.

According to Shrum [7], in social cognition model there are two principles to explain how audience consume media content, namely sufficiency principle and accessibility principle. The first one focuses on what kinds of information that may retrieve when constructing a judgment. The second one focuses on how easy to access information when constructing a judgment.

II. METHOD

It was used audience ethnography research design in an interpretive paradigm [8][9][10]. There were three tradition in this perspective, namely structural, behavioral and cultural tradition. The first tradition tried to get answer quantitative data which needed by media industries to support their economical interest. The second one focused on effect of media content to its consumers. The last tradition gave attention to audience activities to create a meaning when consuming media content.

Data was obtained by interviewing and observing to several key informants from communities in Semarang City that involved in "Suara Merdeka Community Award 2018". Data was analyzed through open coding, axial coding, and selective coding [11].

III. RESULT

The result of this research showed that mostly key informants had no a close relationship with local media in Semarang City. They were seldom to consume routinely the local media. They bought the local media when it published their community. Just little of member of local community to subscribe the local media. To support their needs in information they used social media such as Instagram, Facebook. They used WhatsApp to interact each others. The relationship between local media just to support their activities to be published and promoted. They bought the local media when their communities were published by the media. They were almost never used the local media as a stimulant to discuss

something. They would discuss the content when their communities be published. The main function of the local media to them was just as an information source to another communities or another information about their city, health, and parental role.

IV. DISCUSSION

Internet Penetration Caused Local Community Far Away from Local Media!

Why do the local communities have a relative far relationship with local media in Semarang City? When we are discussing about community it is better if we know a little bit about what community is.

According to Merriam-Webster [12], community means a unified body of individuals such as people with common interests living in a particular area. Community also may define as a group of people with a common characteristic or interest living together within a larger society. Douglas [13] defines community as a group of people that with common emotion and personal interests each other.

A community has a common social value. It operates in certain limitations that be approved by all the member explicitly or implicitly. It decides patterns and traditions of behavior formally or informally as a rule that bind them together. The member of a community will share a certain binding base on location, interest, background or identity. This is why a community may be said as a social institution because it has a stabilize structure, procedure and convention that be approved together by the member that give them a meaning and social order.

There are several types of communities based on their interest, action, place, practice and circumstances [14]. A community based on interest contain people that share a common interest or desire. This community may be seen on hobbies communities such as Toys Society, Semarang Miniature Figure, IndoMU, etc. A community based on action is a group of people that join together to create a certain change in their environment such as Pawon Literasi, Komunitas Harapan, etc. A community based on place is a group of people that unite together because their sameness of geographical area such as Ikatan Pelajar Mahasiswa Minang (IPMM), Ikatan Mahasiswa Tanah Rencong (IMTR), Ikatan Mahasiswa Papua (IMAPA), etc. A community based on practice is a group of people connect together because they have a same profession or occupation such as Stand Up Comedy Kota Semarang (SUCKS), Semarang Barber Association (SEMBARA), Women Preneur Community (WPC), etc. A community based on circumstances is a group of people that be united by a certain event or condition such Association of Crush Plane, etc.

This research showed that many of key informants from communities in Semarang City have no close relationship with the local media because their need of information in daily life may be accomplished by new media such as Instagram, Facebook, or WhatsApp. It may be understood when we look at the data about internet user in Indonesia. The report of Association Internet Provider Indonesia showed that in 2016

there were 132.7 million people used internet in Indonesia [15]. It means many people in Indonesia use internet to support their need of information. Old media like newspaper is not the only source of information to many people like in the past before internet penetrates this country. Social media such as Instagram, Facebook, WhatsApp have attained the needs of information many people in Indonesia including the member of local communities in Semarang City.

Pragmatical Need of Local Communities: New Hope of Future Local Media?

Many informants said they used local media only to know about the existence of their own community. It means only information function of the local media that be needed by many communities. How are about education, entertainment, and social control function of local media?

According to Press Law number 40/1999 [16], media in Indonesia has several functions namely informative, educative, entertainment, and social control. It also has economical function. Informative function is related with the competency of media to publish something new to its audience. Educative function emphasizes on something that instructive and constructive such as how to be a good taxpayer, citizen, etc. Entertainment function facilitates the audience to get relax through consuming media such as movie, story, etc. Social control accentuates media position in society through criticizing people or institution that has power in society to use the power in positive way to society. Finally, economical function shows the media as a business institution to collect benefit materially from society through selling information. Ideally social control becomes the most important function to show the real existence of the media in society. It is like what McQuail [9] said when describing the media as the fourth estate to control the function of legislative, judicative and executive in political system.

Factually, many local communities do not accentuate this function. They consume more informative function from local media comparing others. This is an odd situation. In this era, there are many sources of information through old media or new media. When people are still use old media to get informative function it means there is still a hope of the old media future. Why is that? We know that the print media is now called as a sunset industry. It means the print media will die as soon as the progressive development of digital industries in this era. So, when there is a plenty of people that still use print media as one of the information source we may wish there is a room for print media to develop in the future.

V. CONCLUSION

The local communities in Semarang City are still have positive view of point to local media. They still use the local media to get information about their communities. They consume it together with the new media. Seeing this phenomena may be suggested to the local media to always serve their communities with many information that related

with the needs of the local communities. As long as this services may be done by the local media, we may still have a hope of the future of the local media.

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