



Mediamorphosis in Kompas TV towards New Media

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Abstrak

Kata kunci:
Mediamorfosis,
kompas TV,
koevolusi,
konvergensi,
media massa

Penelitian ini bertujuan untuk mengetahui transformasi media yang dilakukan oleh Kompas TV menggunakan konsep mediamorfosis yang diprakarsai oleh Roger Fidler. Proses koevolusi, konvergensi dan kompleksitas pada Kompas TV dibahas. Jenis penelitian ini adalah kualitatif dan menggunakan analisis isi. Adapun obyek penelitian ini adalah media komunikasi Kompas TV yang dapat diakses melalui kompas.tv.com. Hasil penelitian ini menunjukkan bahwa Pertama, Kompas TV telah merubah image dan brand dalam rangka menyediakan layanan optimasi dan otomatisasi digital berteknologi Artificial Intelligence, berkualitas, cepat dan aman. Sehingga penyedia produk virtual yang terkoneksi PPOB yang bisa diakses oleh khalayak luas. Kedua, Kompas TV melakukan aktivitas konvergensi media yaitu cooptation dengan menggabungkan teknologi informasi cetak dan media elektronik dengan format analog menjadi digital. Di bidang usahanya, korporat ini melakukan merger antara Kompas Gramedia dengan dengan PT. Trans Corporation dalam kepemilikan saham PT. Cipta Megaswara Televisi. Ketiga, terjadi perubahan kebiasaan di masyarakat saat ini dari cara konvensional membaca koran dan melihat siaran Televisi menjadi cara instan dan cepat dengan memanfaatkan perkembangan teknologi digital.

Abstract

Keywords:
Mediamorphosis,
kompas tv,
coevolution,
convergency,
mass media

This study aims to determine the media transformation carried out by Kompas TV using the concept of mediamorphosis, which Roger Fidler initiated. The question in this research is how is the process of coevolution, convergence, and complexity in Kompas TV. This type of research is qualitative and uses content analysis. The object of this research is Kompas TV communication media accessed through kompas.tv.com. This study indicates that Kompas TV has changed its image and brand and provides digital optimization and automation services with quality, fast and safe artificial intelligence technology. So that it is a virtual product provider connected to PPOB that a broad audience can access. Kompas TV carries out media convergence activities: co-optation by combining print information technology and electronic



media with analog formats into digital. In business, this corporate merged between Kompas Gramedia and PT. Trans Corporation in share ownership of PT. Cipta Megaswara Television. There is a change in habits in today's society from the conventional way of reading newspapers and watching television broadcasts to an instant and fast way by utilizing the development of digital technology.

INTRODUCTION

The existence of Kompas TV is interesting to study because it is a terrestrial private television network in Indonesia that is always present to provide *breaking news* both nationally and internationally. In addition, this private television network is adaptive and innovative in developing digital technology-based media. So that the information can be enjoyed according to the development of digital-based communication technology. Kompas TV carries content that inspires and upholds positive values in its broadcasts containing news, *talk shows*, comedy, sports, and documentaries. Kompas TV was first broadcast on September 9, 2011 in only ten selected cities in Indonesia, namely Medan, Palembang, Jakarta, Bandung, Semarang, Yogyakarta, Surabaya, Denpasar, Banjarmasin and Makassar.

At the time, Kompas TV successfully supplied a program to impression a local television station in Indonesia. Kompas TV also provides television to pay in Indonesia with HD Quality (High Defenition). K-Vision gets accessed through streaming on *www.kompas.tv/live*. In addition, a launch of a new media system called digital television (DTV), which is estimated to be able to provide the possibility of access to 1400 to 1500 television channel choices, made with a system that transmits television signals in the form of *bits* instead of the various signals used by the system. Old TV. Staying as HDTV or television high sharpness (EM & DG, 1995).

Blake and Horalsen, in Latuheru, said that the media is the communication channel used to convey messages between the source and the recipient of the message (Blake & Horalsen, 1988). Kompas TV is presented as media. Media is a means of communication for the people, which is located between two parties as an intermediary or liaison (Agustin, 2011). McLuhan & Quentin Fiore (1967) also said, "The media every era becomes the essence of society." The media can be interested as a receptacle to describe a form of communication that can be done through the public media *platform*. It shows that society and media mass to be part which plays an essential role in people's lives because of the continuity between each other.

With the rapid development of information technology in the media, inevitably, the media must adapt to these conditions. The transformation from conventional media to digital as an



effort to media convergence must be carried out by integrating various media services through a technology system that allows mass media products to be more diversified. According to Castells, the difference in the discipline of *media studies* is due to the word "*newness*," which departs from computer-based technology and becomes an essential point regarding continuity between analog and digital media (Gane & Beer, 2008). This media, because it relies on the internet network, is called online mass media.

Online news or online mass media is a site that provides up-to-date information about an event or incident that concerns our daily lives (Hadi, 2011). The internet forces the mass media, both print and broadcast media, to adopt digital technology by developing a business in a network online. At the same time, the transformation shows what Rodger Fidler calls *mediamorphosis*. According to Olusola, Ibrahim, and Priscilla, this *mediamorphosis* is related to changes in news gathering processes, processing procedures, and media technology dissemination methods (Olusola, Ibrahim, & Priscilla, 2017). In addition, technological progress is marked by digitizing all forms of analog media. This makes the managers of the media industry clean up.

The emergence of new media is an option for audiences to get information. The presence of multimedia technology marks the development of media. Multimedia technology allows the formation of the convergence of media, telecommunications, and computer technologies (Straubhaar & Davenport, 2009). This media shift is the result of the growing development of the internet and the ease of accessing it. This makes the old media get a portion of the time less than the new media. As a result, the old media, especially television, is currently facing an onslaught. The presence of new media, such as the internet, mobile phones, online-based applications, satellite radio, and the emergence of a different millennial generation in accessing information has forced television media to think hard and reorganize their existence to retain their loyal audience.

The arrival of the era of citizen journalism has also forced the old media to adapt and innovate. The metamorphosis of new media does not just exist and is independent of the others. All present gradually from changes in the old media. When new media forms emerge, the old media adapt and develop, not die (Fidler, 2003). Currently, Indonesia is entering the internet-based digital era. Indonesian people prefer to watch internet-based digital shows compared to conventional television broadcasts. According to Susan Wojcicki, CEO of YouTube, in 2017, YouTube viewers were more than Indonesian television viewers. The number of YouTube viewers aged 18 to 49 managed to beat the number of viewers in the same age range on other platforms, both conventional and cable television broadcasts (Amalia, 2017).



The increasing number of Indonesian people who often access internet-based digital shows has created concerns about conventional television broadcasts. The existence of conventional television may dim if the Indonesian people switch to internet-based digital viewing. Kompas TV is one of the television stations in Indonesia that applies the concept of new media by creating special broadcasts channeled through online media, namely the *kompas.tv* website channel and YouTube for content distribution. So that audiences who want to watch the show must open the *kompas.tv* and YouTube. Kompas TV must work hard to face the waves of change, especially in information and communication technology. Several parameters, such as rating, share, ad revenue, and audience, show the more substantial penetration of new media for the public. Among the dynamics of intense competition, efforts to adapt and transform technological advances towards a new media era that carries advances in digital technology. Mediamorphosis is relevant to this research because it relates to changes in communication media, originally from conventional television broadcasts to internet-based shows that can be accessed via smartphones. This happens because of increasingly advanced technological innovations and the pressure of competition in the digital era, which seems, over time, can erode the existence of conventional television broadcasts.

This research was conducted to find answers regarding Compass TV's coevolution, convergence, and complexity from Rodger Fidler's perspective on new media. Therefore, the problem formulation is how is the Coevolution, Convergence, and Complexity of Kompas TV Gramedia based on Roger Fidler? This research aims to determine the media transformation carried out by Kompas TV and examine the process of Coevolution, Convergence, and Complexity based on the concept of Mediamorphosis initiated by Roger Fidler.

METHOD

This type of research is qualitative by matching the empirical reality with the applicable theory. The object of this research is Kompas TV communication media. The data used in this study are primary data and secondary data. The primary data is the Kompas TV online site which can be accessed via *kompas.tv.com*. While secondary data from journals and books. The method used in collecting data in this research is the method of observation or observation by referring to the phenomenology of the development of Kompas TV. This research focuses on transforming conventional media into digital, which Kompas TV carries out as an effort towards media convergence. The changes made by Kompas TV as a media industry from conventional to *online streaming* broadcasts have changed people to watch television shows anywhere.

This study uses content analysis as a research method. This research activity seeks to understand the symbolic message and meaning of content in Kompas TV media content. The



stages of data analysis that the author carried out were collecting data and information obtained through the official website of Kompas TV and then connecting it to the research's main problem, concluding an answer to the problem formulation. The basis of this research is the concept of Mediamorphosis, which Roger Fidler initiated. Rodger Fidler states that the transformation of communication media comes from three basic concepts: Coevolution, convergence, and Complexity. These three concepts shape the change in the communication medium due to the evolution of communication technology (Fidler, 2003).

FINDING AND DISCUSSION

The communication pattern has moved quickly, called computer-mediated communication (CMC). In this context, computer-mediated communication is seen as integrating computer technology with everyday life. Wood and Smith asserted that this area of computer-mediated communication examines how human behavior is manifested and changed, especially in exchanging information through machines (Wood & Smith, 2005). Wood and Smith also cite Morris and Ogan's statement that the internet represents a new form of mass media. They consider that traditional mass media, such as newspapers and television, have increased affiliation between message producers and audiences through one-to-many relations (Wood & Smith, 2005). In line with the development of information and communication technology, O'Neil views the interaction of either sending or receiving messages using computer-supported media (O'Neil, 2008). Interactive media are rapidly becoming a part of our daily lives, and understanding the characteristics of this kind of media is becoming very important in life in the 21st century.

Wikipedia, a product of new media, defines new media as a product of mediated communication technology (mediated communication) through and with digital computers. Prior to the 1980s, the media were mostly in the form of print and analog models, such as newspapers, television, cinema, and radio. However, today we have a radio, television, and digital cinema, and even printing techniques have transformed digital technology (Fakhruroji, 2017). In this context, one of the ideas for understanding new media is suggested by Bolter and Grusin, quoted by O'Neill, who see that one way to understand new media is to see how it develops in habits with the term "remediation". In remediation, new technologies assimilate ideas from old technologies and present them as newer and better versions of previous forms of media (O'Neil, 2008).

Creeber and Martin stated that seeing new media as a continuation of the previous media mentioned several examples of technologies that might be categorized as part of new media,



including the internet and the world wide web, digital television, digital cinema, personal computers (PC), digital video. Disc (DVD), virtual reality (VR), artificial intelligence (AI), etc. (Creeber & Martin, 2009).

The discovery of this new media communication made a massive revolution in journalism with the emergence of Online (cyber) journalism. This revolution has to do with the speed with which the message spreads. An incident that was written on the internet a few seconds later has spread all over the world. Therefore, it cannot be denied that the birth of the internet as a new communication medium is not something ahistorical. He keeps in touch with the previous communication media. In other words, the internet is a stage of the journey of communication media that is constantly developing and changing.

This research is about mediamorphosis in Kompas TV media. Mediamorphosis is a transformation or media change carried out due to various competitions and the development of technological innovation. Thus, traditional media must adapt and change shape into new media or Computer-Mediated Communication. A concept initiated by Rodger Fidler suggests that mediamorphosis, or the transformation of a mass media to another platform, goes through various stages, namely coevolution, convergence, and complexity. By understanding mediamorphosis as a whole, the audience will find that all media, including print media, electronic media, and online media, will not appear for so long because when new communication media arrives, the old media will continue to develop and adapt to the current conditions. However, during strong competition and changes that will make the old media that do not adapt quickly will experience lag and collapse under the current.

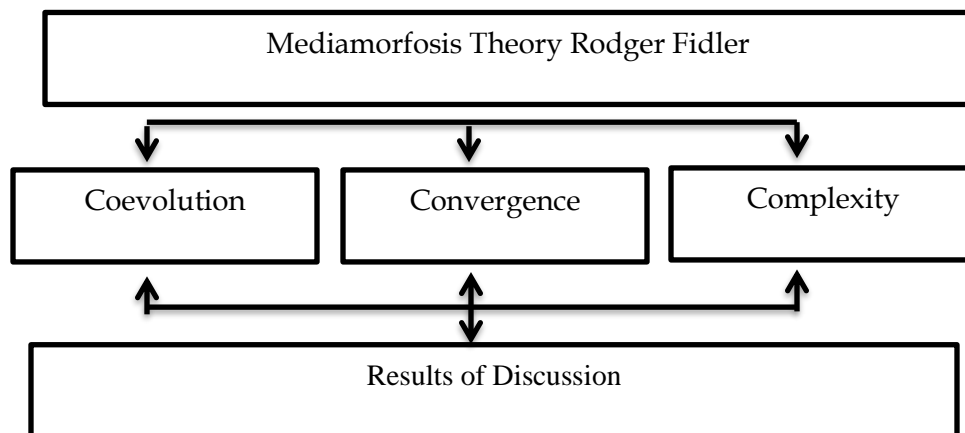
Mediamorphosis demands an integrated way of thinking about the evolution of communication media technology, an interrelated system between forms of communication media in the past, present, and in the process of emergence. Changes in mass media follow developments that go hand in hand with the discovery of increasingly proliferating technologies. The speed with which TV spread also led to significant changes in the newspaper, magazine, and film industries. The concept of mediamorphosis was discovered by Rodger Fidler, which stems from the anxiety of journalistic practitioners who are anxious about the future of world technology which is shifting from the use of the printing press to the invention of other forms of conventional media. Mediamorphosis is present as a concept that shows that changes or developments in conventional mass media do not necessarily appear suddenly but through several processes and stages.

The concept of mediamorphosis further gives a view to print media practitioners who consider the existence of personal computers and increasingly sophisticated technology will not

undermine their work or business fields as well as a picture or prediction of future technology. If previously print media was followed by the birth of the radio as a new medium and then television was also invented, then journalism has also made progress with the existence of a new medium in broadcasting messages or information to the audiences. The invention of computers, integration between computer networks, and the invention of the internet also have their journey in the process of mediamorphosis in the current digital era. The concept of Mediamorphosis was also born as proof that the existence of the latest technology, especially technology related to the development of conventional mass media, cannot be ignored if it does not want to be eroded by time.

Fidler views that the emergence of new media does not always accelerate the destruction of old media. The development of media forms evolves and adapts to changing communication environments in a gradual process that can be compared to the evolution of living things. Rodger introduced a unified way of thinking about media transformation and adaptation, a process he called mediamorphosis. By studying the communication system as a whole, Fidler emphasizes, it is clear that new media did not arise spontaneously or independently. Instead, they emerged gradually from the metamorphosis of old media. Fidler also stated that the transformation of communication media comes from three basic concepts: Coevolution, convergence, and Complexity. These three concepts shape the change in the communication medium due to the evolution of communication technology. (Fidler, Mediamorfosis, 2003).

Figure 1. The Concept of Mediamorfosis by Rodger Fidler



The author makes the basis of this research is the concept of Mediamorphosis, which Rodger Fidler initiated. From the explanation above, it can be concluded that the concept of mediamorphosis is the old mass media that will not die and be eroded by new forms of mass media. Mediamorphosis encourages audiences to understand all forms as part of a related system



and note the various similarities and relationships between forms. This is because -forms that appeared in the past and the present are in the process of arising.

Coevolution Process of Kompas TV

Fidler describes it as a form of communication that is structured in the human communication system and cannot be separated from one another by culture. As it emerges and develops, each new form, over time and in varying degrees, influences the development of every other existing form. The study results show that since it was first broadcast on 9 September 2011, Kompas TV has made many changes. The most visible thing when Kompas TV changed its image from the previous brand, Kompas Gramedia had a television station called TV7. This television was bought by Trans Corp, with its identity known as Trans 7. Then the Kompas TV television station appeared, which served news content, talk shows, comedy, sports, and documentaries.

In the process of Kompas TV's co-evolution from print media to online media regarding the adoption of digital languages, namely using computers and doing computerization in activities in journalistic production. In the production process of journalistic work, the use of computers helps manage information into news and send the news to printers also using computers. This is in line with Fidler's statement about the concept of mediamorphosis, which states that computers make the biggest contribution in reducing labor-intensive production stages that require much time so that they can do fast editing and graphic updating has a short deadline.

In addition to changing content, in the era of digitalization, Kompas TV has also made technological innovations that allow the process of collecting, producing, and disseminating news to the public to be easier and faster in order to survive during a very tight broadcasting industry. Media that cannot keep up with technological developments will become extinct because technological advances will birth increasingly competitive media business competition.

Kompas TV provides quality, fast and safe digital optimization and automation services with Artificial Intelligence technology. Committed to being able to popularize news and advertise advertisements in digital form on the Internet. It is also a superior service that can optimize social media and E-Commerce. Moreover, it is a virtual product provider connected to PPOB that a wide audience can access. The following are the access sites: [kompas.tv.com](http://www.kompas.tv/com) (<http://www.kompas.tv/com>., 2021). Furthermore, Kompas TV and Live Streaming 24-kompastv Youtube accounts and the Kompas TV news application can be accessed through the Play Store on smartphones.

Convergence Process of Kompas TV

Convergence has always been the essence of evolution and the process of mediamorphosis. Fidler describes the concept of convergence, broadly the unification of various



technologies and forms of media that are present simultaneously. This convergence will eventually lead to the forms known as multimedia communication. It contains several theories, including internet ethics (netiquette), media copyright, legal aspects, and cyber media guidelines (Musyaffa, 2017).

Convergence is more like crossing over or mating, which results in transforming each of the entities that meet and creating a new entity. For example, Kompas TV has carried out media convergence as a process where new technology is combined with existing media, and various communication and cultural industries are developing. Each media continues to make changes under the social realities of society. Today, new technologies can fill the reality of society with familiarity through space and time in real-time. One of the concepts of mediamorphosis is convergence. Convergence not only talks about the evolution of communication technology but forces us to understand that all forms of interconnected systems have the same pattern and form of communication media.

Convergence is a change in communication media resulting from relationships with various perceived needs, both from the business competition, political pressure, and social and technological innovation. External media pressure is a factor causing media convergence, especially those related to the political and economic system. Rapid technological advances have forced the mass media to change their industrial formats regarding content, packaging, and media organization according to consumer needs and desires.

Lawson-Borders, quoted by Marcelina, media convergence as the realm of possibility to cooperation between print and broadcasting (digital) for the delivery of multimedia content or information through several devices in the form of computers and the internet (Marcelina, 2020). Based on data from <http://www.kompasgramedia.com/>, it is known that in 1972 Kompas Gramedia had carried out media convergence activities, namely co-optation by combining print information technology, namely Kompas Daily, and electronic media, namely Radio Sonora, in disseminating information to the public. Furthermore, in 1998, media convergence was achieved by combining information technology in print media, namely Kompas Daily, and digital media, namely Kompas.com. Kompas Gramedia carried out this convergence long before the use of popular internet technology occurred today.

Kompas Gramedia has converged from analog to digital format. In this condition, Kompas Gramedia carries out convergence activities in content sharing. Kompas Daily and Kompas.com cooperate in the news production process and can exchange information and news content to be repackaged according to each media's characteristics before being distributed to the wider community. This phenomenon then gave birth to a new culture in the journalistic system known



as online journalism, with the demands of being one step more updated than conventional journalists.

In 2000, Kompas Gramedia's business development was carried out again with the establishment of PT. To be precise, Duta Visual Nusantara Tivi Tujuh was on March 22, 2000, which was known as TV7. In its development, TV7 officially changed its name to Trans7 on December 15, 2006, with the entry of PT. Trans Corporation in share ownership (www.kompasgramedia.com). Along with the development of technology and the situation of the business environment in the media, the print media business is directed to transform into the digital era. The media figure is displayed through multimedia, multichannel, and multiplatform (Jenkins, 2006).

In early 2009, Kompas Gramedia TV became the company's vehicle for running a television business which began with the establishment of the Kompas Gramediatv project in early October 2009. This project started its activities by establishing Kompas Gramedia production, which was assigned to produce value-added programs. So that the programs that will be broadcast contain human, social, and educational values of the Kompas Gramedia TV Project while also preparing for the formation of Kompas Gramedia TV Network, Kompas Channel, Kompas Gramedia Vision, and Kompas TV (Radyastuti, 2014).

In this case, Kompas TV is the output of the convergence activity of co-optation and content sharing that uses the principle of working together and competing to display the potential and characteristics of each media through advertisements or various promotional activities. Kompas TV combines conventional communication media and one-way electronic-based communication, with users equipped with audio-visual content in the process of creating content. Apart from that, Kompas TV cooperates with other Kompas Gramedia media to be repackaged under the newsroom policies and programs.

Complexity Process or Chaos of Kompas TV

Complexity is a condition that forces change to occur. A time of great change, as stated by Fidler, is a period experienced in the present when the surroundings appear to be in a state of chaos or chaos. Complexity or chaos or chaos that occurs is usually driven by the latest technology that is present and growing rapidly in society. So in social, political, and economic aspects, it is felt that the adoption of this technology must be carried out by industry, and the mass media industry is no exception. The choice is to transform or become extinct.

It can be classified that there are main complex problems that occur, namely, in the form of predictions of reduced interest in reading and viewing television and newspaper broadcasts conventionally and will end up leaving conventional ones. The habits of modern society and,



coupled with technological advances like everything instant, fast, and thirsty for information intake makes accessing information through digital devices such as Smartphones, Tablets, Computers that can provide all the desired information at any time. The lifestyle of people who tend to be hungry for information also makes the aspect of speed in getting news, regardless of whether the information is valid or not, a necessity. This makes Kompas TV adopt and follow developments with this new technology. Stellarrosa stated that Indonesian society is transitioning to become an information age society. This happens because of the consequences of the adoption of today's communication technology. So in this type of society, the tendency to seek and distribute information is done virtually (Stellarrosa, 2018).

In the current era of media convergence, people can use one device for two activities simultaneously, such as accessing the internet and viewing online news. In this case, Kompas TV can use new media as a platform to be closer to its viewers. Besides that, it can also make it easier to find information related to the broadcast news even if the user is late or does not follow the conventional schedule. Starting from publications and interactions with users, there will be differences and can get feedback directly in the sense that communication goes both ways. With the development of new media technology, Kompas TV has prepared to welcome a fast-moving communication pattern called Computer-Mediated Communication or computer-mediated communication. So that it changes from interactive to interaction through social media. As a result, the mass media are stronger and more diverse in presenting their innovative products to an active audience.

CONCLUSION

Mediamorphosis carried out by Kompas TV includes three processes: coevolution, convergence, and complexity. From the three aspects or processes that occur in the medimorphosis concept, it can be concluded that Kompas TV has made every effort to prepare new media based on computer-mediated communication or computer-mediated communication based on the Mediamorphosis concept initiated by Roger Fidler. Kompas TV, known as KG Media, changed conventional media's transformation into digital media. This change encourages media owners to make digital changes in the broadcasting sector in Indonesia. Kompas TV also participates in the following technological developments by adapting and innovating media. Transformed in form, namely the change from print media to digital media, with the aim that the news presented can still be enjoyed according to the development of industrial technology by adapting to the progress of the times, especially so that new media do not bury it, it is feared that print media will become extinct and left behind. Kompas TV strives to compete with other mass



communication media and remain known in the community, so Kompas TV is committed to not abandoning its print media, known as Kompas gramedia. Kompas TV carries content that inspires and upholds positive values in its broadcasts containing news, talk shows, comedy, sports, and documentaries.

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