



Media Convergence in Serambi Indonesia

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ABSTRACT

This study aims to explain the application of local media convergence Serambi Inonesia in Aceh. This study uses a descriptive method with a qualitative approach. The technique of collecting data is by using interview, observation and documentation techniques. The results of this study indicate that, Serambi Indonesia conducts convergence in various divisions, in the newsroom division, Serambi Indonesia applies an editorial room system with a single newsroom system, which has an impact on the effectiveness of journalists' work. Convergence of content, Serambi Indonesia adapts to the platform it has. Serambi Indonesia recruits new journalists who understand their duties and roles, then provides them with various journalistic trainings to support the smooth running of their duties. The results of this study have an impact on strategies to improve media quality in the face of media business competition in the era of convergence.

Keywords: Convergence, Local Media, Newsroom, Newsgathering.

ABSTRAK

Penelitian ini bertujuan untuk menjelaskan penerapan konvergensi media lokal Serambi Inonesia di Aceh. Penelitian menggunakan metode deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data dilakukan dengan teknik wawancara, observasi dan dokumentasi. Hasil penelitian ini menunjukkan bahwa, Serambi Indonesia melakukan konvergensi di berbagai divisi, di divisi newsroom, Serambi Indonesia menerapkan sistem ruang redaksi dengan sistem single newsroom. Konvergensi konten, Serambi Indonesia menyesuaikan dengan platform yang dimiliki. Serambi Indonesia merekrut jurnalis baru yang memahami akan tugas dan perannya, kemudian membekalinya dengan berbagai pelatihan kejournalistikan untuk menopang kelancaran dalam menjalankan tugasnya. Media saat ini perlu meningkatkan kualitas dalam menghadapi persaingan bisnis media di era konvergensi.

Kata Kunci: Konvergensi, Media Lokal, Newsroom, Newsgathering

INTRODUCTION

Print and electronic media no longer dominate the mass media; instead, new media are emerging to satisfy the community's informational needs as a result of the progression of ever-more-advanced technology advancements and the evolution of society's informational needs.

The reader can find all types of information by entering a term in the search engine column and clicking on a link to obtain the content. The Internet has become extremely intricate and comprehensive.

The term "new media" refers to the Internet. According to [Heryanto \(2016\)](#), the Internet, as a new media, has become a communication route that enables the emergence of new public spaces. After the transition from web 1.0 to web 2.0, users can connect to several social networking sites and gain access to a wealth of data, ideas, and thoughts. As a result of these benefits and benefits, the number of Internet users continues to rise. In Indonesia, it is anticipated that the number of Internet users will continue to rise alongside the expansion of infrastructure so that people would be increasingly enticed to continue surfing in cyberspace ([Dulwahab, 2010](#)).

The introduction of new media has broadened the scope of human communication. According to Ronald [Rice \(1984\)](#), the new media facilitate and permit user interaction. A flexible schedule permits the consumption of new media anywhere and at any time ([Pradmadji & Irwansyah, 2020](#)).

The mass media, mainly traditional mass media, maximise these benefits and advantages in order to preserve competition, boost productivity, and build their media, specifically through media convergence. It is evident in the print media, which then integrates with online media or mass media that distribute their messages to the public through internet technology. As a result, media convergence enables expansion on multiple scales, including network development, audience growth, and the expansion of resulting interactions. Numerous media organisations cannot withstand the presence of media convergence ([Prastya, 2017](#); [Maryani, 2018](#); [Putri & Hamzah, 2018](#)).

This trend of media convergence has permeated the media in numerous nations; in North America, for instance, nine out of ten existing media have utilised media convergence ([Duhe et al. 2004](#)). Due to the presence of this media convergence, the media and society have undergone several changes. Similarly, to what has occurred in North America, the management pattern has shifted ([Duhe et al. 2004](#))—considering the intense requirements and pressures of the mass media industry.

The convergence of media is also seen in journalistic practices. As in Spain and South Africa, when the media uses media convergence, journalists always prioritise the use of digital when carrying out their jobs ([Aviles & Carvajal, 2008](#)); ([Verweij, 2009](#)).

Participating in media convergence are not only media practitioners but also members of the public who typically acquire information from the media. Furthermore, the media use media convergence as a strategy to safeguard freedom of expression. According to the research findings of [William and Tkach \(2021\)](#), journalists, media outlets, and individuals participate in media convergence in the Congo. The media utilised by convergence can also be used as a solution, notably so that the media cannot be constantly monitored for their content and are subject to numerous government restrictions that restrict the media's freedom of movement.

The convergence of media in Ghana and Nigeria also affects democracy in both nations. After the advent of media convergence, the media has progressively demonstrated its critical role in Ghana and Nigeria's maintenance and development of democracy ([Fosu & Akpojivi, 2015](#)).

Practitioners are concerned that the trend of media convergence, as a new media armed with technology, would replace the function of newspapers. Because for the print media industry, the transfer of readers to new media, namely online media, poses a significant threat. Due to the fact that online media has become a new alternative for people to consume information, whereas previously information was controlled by print media, it is now easily accessible to readers, who are no longer restricted by space or time and can obtain information quickly ([Arsenijevi & Andevski, 2015](#)).

It then influences the media consumption patterns of individuals. This media convergence has rapidly altered the media market ([Picard, 2010](#); [Khajeheian et al., 2018](#)). Similar to the migration of readers from print media such as newspapers and tabloids to online media, this trend is driven by the increasing number of internet users whose access is becoming easier. People have begun to switch media, and as a result, the time spent reading newspapers or tabloids is automatically reduced, and the proportion of time is tiny.

In the United Kingdom, the presence and use of media convergence by numerous media outlets affected people's media consumption patterns. The British population is consuming less and less information from print and television media ([Thurman & Lupton, 2008](#)).

According to [Labafi et al. \(2018\)](#), media convergence enabled media business activities by enhancing the output of material in diverse media. Numerous varieties of a variety of information goods are made available to the market.

However, they are required to think critically and improve on the managerial side of the media industry. Print media proprietors are aware that the presence of new media poses a threat to their industry. As a proactive response to erroneous forecasts about the future of newspapers, print media transformation is a step

towards convergence. Similarly, traditional Russian media adopted media convergence (Sheresheva et al., 2022).

With the domain name serambinews.com, the Serambi Indonesia Daily also participates in transforming print media into media convergence. This media, which was born in Banda Aceh on February 9, 1989, has survived to the present day. This phenomenon compels researchers to learn more about Serambi Indonesia's media convergence plan. Given that the media industry's decision to converge is not a simple matter, it is not surprising that the media industry requires some time to transition from the traditional period to the new world age because many variables must be prepared, including the readiness of infrastructure, technology, human resources, and work culture.

The Serambi Indonesia General Daily was selected as the research subject because it is the largest local newspaper in Aceh, has a significant effect, and has devoted readers, notably among inhabitants of Aceh Province. According to similarweb.com, Serambi Indonesia consistently receives between 15.8 and 16 million unique visits each month in Aceh (September-October 2020). In addition, Serambi Indonesia's daily printing output of 31,000 to 32,000 copies stays consistent.

How is media convergence utilised in Serambi Indonesia? is the central question of this study. This research employs a descriptive study with a qualitative methodology. Interviewing the editor-in-chief and journalists and observing them as they performed their tasks yielded data-gathering approaches.

The findings of this study are expected to add to the richness of the findings of previous studies on media convergence, particularly about the techniques employed by local print media in carrying out their media convergence, so that they can be used as a reference for other local media in conducting convergence in order to be more successful and able to retain their information business.

RESULTS AND DISCUSSIONN

There are three types of media convergence in Serambi Indonesia: newsroom convergence, newsgathering convergence, and content convergence. All three are performed sequentially and cannot be separated, proving that the media are public servants, as stated by Proyogi et al. (2020). By offering information in multiple formats and utilising media convergence, Serambi Indonesia is able to continue to serve as a public service media.

Media convergence in Serambi Indonesia is comparable to the findings of Baranova et al. (2020) in Russia, namely that in media convergence, it is possible to expand the distribution of products, not only selling content or news; selling data and visualisations, and optimising material in space and time by minimising unnecessary costs.

The convergence of Serambi Indonesia is also consistent with the

convergence model created by [Grant and Wilkonson \(2011\)](#), which states that there are three convergence models in journalistic convergence: First, newsroom convergence. In this paradigm, journalists from various platforms, such as newspapers, the Internet, and television, collaborate in the same news creation area where they perform their separate responsibilities based on the media platform. Secondly, newsgathering convergence. In this model's convergence, journalists must achieve a certain level of multitasking where a journalist must be able to do the same duties as other media outlets within the same group. Similarly, to a journalist who previously exclusively worked for print media, he must now be able to produce news for print, online, and television. They must also shoot photographs or movies. Thirdly, content convergence. The news is in multimedia format, including text, photographs, audio, video, blogs, podcasts, and slide shows.

[Aviles et al. \(2009\)](#) found that in the practice of media convergence in Spain, Austria, and Germany, there are four key areas: convergence in the scope of the media business, convergence in editorial management, and convergence in media activities. Serambi Indonesia's convergence differs slightly from these findings. Journalism in terms of content creation and work management.

The confluence of Serambi Indonesia and the media in Spain, Austria, and Germany has roughly two similarities. In Serambi Indonesia, media convergence for editorial management may be referred to as a newsroom, although the concept is the same. The convergence of journalistic activity and newsgathering in Serambi Indonesia.

Newsroom Convergence

Serambi Indonesia employs an editorial room system with a single newsroom system, which influences the productivity of journalists. The single newsroom is the hub or source of all news, which will then be delivered to other Serambi Indonesia-owned platforms.

According to Rich [Gordon \(2003\)](#), one of the convergence tactics employed by Serambi Indonesia is tactical convergence. In this tactical convergence component, Serambi Indonesia employs the Serambi web platform, Serambi newspaper, Serambi radio, and Serambi TV for cross-promotion. In addition, the market via social media platforms such as Facebook, Twitter, and Instagram.

This tactical convergence is a kind of collaboration that maximises cross-promotion or trade between platforms converging with one another and compatible with other media ([Gordon, 2003](#)).

Implementing this newsroom convergence brings many news outlets together in the same news-producing area. Serambi Indonesia applies this, whereby current platforms, such as newspapers, web, radio, and television, are merged in one editorial room known as a newsroom and perform jobs according

to their particular platforms while remaining in contact with other platforms.

Serambi Indonesia hopes that by being present on several platforms, they can keep the public's trust by providing them with information at all times and in all places. Thus, Serambi Indonesia can compete with other media organisations.

The media for printing during the Greek period were stone and walls; during the Prophet's time, it was palm fronds and animal skins. Then came the paper age, and now e-paper or electronic paper is beginning to be used as a result of the evolution of the times and the trend of the information industry, which continues to evolve from year to year.

Convergence resulted in extensive changes to work organisation and economic strategy. This convergence process has expanded collaboration between newsrooms and other departments of media organisations. The convergence process and integrated editorial are closely related. According to [Quinn \(2002\)](#), integrated editorial occurs when a media organisation unites two or more platforms into one editor.

When implementing newsroom convergence, Serambi Indonesia began by creating an online version of their printed newspaper's news. This shift began with the URL indonesia.com/serambi in 1997. The domain name was changed to serambi-indonesia.com in 2003. However, because this domain is considered an extension, in 2004, it was changed to serambiindonesia.com, which is still in use today.

In 2010, Serambi Indonesia made SerambiFM radio a news station. It is done to facilitate the distribution of news stories that have been published on the Serambi Indonesia print platform. After that, Serambi Indonesia made Serambi TV.

The General Leader first directed the formation of TV Serambi as a standard television station. The managers of Serambi's TV stations desire UHF channels, as they do for all local television. However, Serambi Indonesia had trouble getting a Broadcasting Operation Permit while abroad (IPP). Because there were no open slots at the time, Serambi was unable to receive UHF channels as local television.

In addition, at the time, Serambi Indonesia's parent company, Kompas, had a network for regional channels called Antero, which already had a licence, so Serambi Indonesia renounced its desire to produce conventional television and switched to a YouTube platform called Serambi TV, which broadcasts print-to-audiovisual news. Serambi Indonesia optimises its YouTube account as an online TV platform.

Serambi Indonesia, which employs social media platforms such as YouTube, is probably the best option and effort for advancing media convergence. YouTube is a platform that can be utilised to execute media convergence, according to [Zamroni \(2021\)](#), because its features are compatible with television and resemble them.

In addition, the Serambi TV YouTube channel was not created with the information industry in mind. In addition to the small local channel network, Serambi TV's youthful journalists have great promise. These young journalists established a television platform as a venue for the interests of young Serambi Indonesian journalists at the time. Over time, Serambi TV has flourished and gained unexpected acclaim. In addition to showcasing the skills and passions of journalists, Serambi Indonesia also includes additional internet channels.

The managers of Serambi Indonesia believe that the current facilities are sufficient to support the job, but they are unsure whether these facilities will continue to be used in subsequent years due to the rapid evolution of media trends. To overcome this, these managers constantly strive to refresh their tools or knowledge and skills. Similar to Google's SEO work system, which changes rapidly. Changes occurred slowly and gradually in the print medium, but now they can occur daily and even multiple times in a single day.

According to [Lestari \(2018\)](#), convergence produces significant changes in the media's work organisation and economic strategy, increasing collaboration between newsrooms and other media businesses.

The administrators of Serambi Indonesia pay special attention to Google trends and social media. All journalists at Serambi Indonesia have smartphones because smartphones are practical instruments that can be utilised as media for mobile internet work in this age of convergence.

Regarding advertisements in Serambi Indonesia, there are now two options: digital advertisements and print advertisements, both of which are under development. This is performed to preserve the quality of Serambi Indonesia. Print media has an established market and consumer base. Moreover, it may be claimed that the media sector is currently at a crossroads, as it is uncertain if internet or print media will endure despite changing forms. Nonetheless, it is evident that Serambi Indonesia believes its media can survive with newsroom convergence, such that the quality of their platforms is preserved and at the same level because they are produced in the same newsroom.

Serambi Indonesia employs the same convergence as Kedaulatan Rakyat, namely newsroom 3.0, which integrates the media newsroom. However, Serambi Indonesia executes its editorial convergence plan marginally better than Kedaulatan Rakyat. In Kedaulatan Rakyat, editors continue to practise traditional work methods, whereas, in Serambi Indonesia, editors are much more progressive ([Fadilla & Sukmono, 2021](#)).

When implementing newsroom convergence, the newsroom manager is responsible for managing management in the Serambi Indonesia newsroom, resulting in adjustments that lead to the reorganisation of several editors who were previously focused on print media to focus on digital; since the mastery and

application of digital technology or digitisation is one of the cornerstones to media convergence (Arsyah & Juwita, 2021). Numerous media convergence platforms are digitally based.

Before the transition, there were only five editors; after the change, there were eighteen editors. The editors of print media, who first numbered 12 individuals, now only six. This modification is ongoing and effective as of July 2019.

In addition to the editors, the layout crew has been relocated to the online division, so they are now needed to produce videos in addition to laying out content for print media. This video is an example of the confluence of modern technologies. Each day, twenty videos must be uploaded or shared with the public.

Newsgathering Gathering

Many local media outlets in Aceh cannot adopt convergence because they lack Human Resources (HR), financial resources, and the capacity to access certified technology. Depending on the capacity of the running media, convergence can be executed. Since 1997, Serambi Indonesia has been implementing convergence, overcoming numerous obstacles to become what it is now.

Serambi Indonesia supports media convergence through a variety of techniques. Differences in characteristics between print, online, television, and radio media were a significant barrier to the early deployment of convergence, particularly for senior journalists tasked with packaging news for numerous television channels. Periodically, Serambi Indonesia gives its journalists with training so that they may produce multi-platform news for print, online media, and radio and television.

In order to perform convergent newsgathering in Serambi Indonesia, journalists must be capable and adept at multitasking. Journalists in Serambi Indonesia must be capable of writing for web news, print news, and radio and producing audiovisual content for television platforms. In order to do all of this, Serambi Indonesia provides its journalists with special training or training on a regular basis.

It is pretty different from People's Sovereignty, which has not met the conditions for multitasking and still maintains unequal or unequal positions for its media (Fadilla & Sukmono, 2021).

During the early stages of implementing a multi-platform system, the older generation and senior journalists struggled to adjust. These senior journalists are not prepared, and there are still some senior journalists who are not prepared to work on multiple platforms.

Switch from covering the morning news to taking afternoon breaks and typing in the office in the afternoon. The shift then occurred to morning coverage, including writing via cell phone and instantaneous news transmission.

In carrying out this convergence of newsgathering, Serambi Indonesia followed two steps: first, developing and equipping veteran journalists with various training pieces to adapt to new demands and work patterns. Some of his journalists were dispatched to Solo, Central Java, to receive regular training at the Tribune's training centre at the time.

Second, Serambi Indonesia recruited new journalists who were tailored to the editorial requirements of unmastered elements. For video material, for instance, they lack sufficient knowledge; therefore, they employ new journalists with qualifications in videography, and similarly for other elements. Because Serambi Indonesia journalists born in the womb of print media feel alienated by digital media, they require individuals who already have this understanding.

The application of convergence in newsgathering affects internal media as well. Internally, the first noticeable effect was a change in work patterns that forced journalists to provide content for four channels. Next, the introduction of new journalists causes vacancies in the newsroom, where the new journalists work harder without much grumbling about the rising difficulty of the work, as this is the only work pattern they have known since being hired.

The convergence of newsgathering has altered the labour patterns of journalists; at the Serambi Indonesia Daily, images are shot by specialised journalists, but photos are now also taken directly by journalists using their cellphones. In addition, due to editorial requirements, journalists are occasionally obliged to film videos and perform live on Facebook Serambi Indonesia for an ongoing event.

According to Rich [Gordon \(2003\)](#), newsgathering convergence in Serambi Indonesia employs multiple convergence tactics, including structural convergence and information gathering convergence. To begin with, structural convergence. Serambi Indonesia accomplishes structural convergence by revising job descriptions and rearranging the organisation. The deployment of this is accompanied by a first strategy consisting of equalising employee perceptions and altering their perspectives on convergence. The managers of Serambi Indonesia highlighted to their journalists that the media landscape has changed and that if Serambi Indonesia wishes to survive, it must adapt to the evolving tendencies of the media sector.

In the newsroom of Serambi Indonesia, where before there were just five editors for digital media, there were numerous redesigns of job descriptions. Meanwhile, the staff of the print media editor was decreased from twelve to six. This modification took effect in July of 2019. In addition to the editorial workforce, the layout staff has also been relocated online; whereas they previously exclusively created print news, they are now needed to edit videos.

However, among all the adjustments, the mindset of the workers,

particularly the journalists, must be altered with the highest importance. The mindset to work in a convergence becomes the primary foundation for the convergence approach to be quickly realised and applied (Quinn, 2002).

There are parallels between the description of Quinn (2002) and the technique employed by Serambi Indonesia. In newsgathering convergence, mental shifts are affected by techniques of simultaneous socialisation, namely job desc redesign and organisational restructuring. It is done so that employees and journalists do not experience cultural shock or upheaval at work.

Second is the convergence of information collection. In this aspect of the convergence of information collection, Serambi Indonesia equips and prepares its journalists to comprehend and execute multitasking and multi-platform work. *Information gathering convergence* is a convergence that stresses journalists' abilities to work for several platforms or media outlets (Gordon, 2003). To support this, Serambi Indonesia sent its journalists to Solo, Central Java, for training.

This is consistent with Quinn's (2002, p. 88) assertion that the best way to increase the ability of journalists to multitask and preserve the quality of the news they generate is to implant the concepts of lifelong learning and flexibility with development. The concept of lifelong learning is Serambi Indonesia's means of preventing the development of journalism, which is a crucial characteristic for a media outlet's survival in the media sector.

Solopos participated in the newsgathering convergence coordinated by Serambi Indonesia. Solopos has also responded to the media industry's evolution by preparing its digital platform if the newspaper business is to survive. Solopos also developed modifications using the convergence approach for news collection. Solopos requests that its journalists continue to hone their skills so they can do many responsibilities (Prihartono, 2016).

It is comparable to Serambi Indonesia, which engages in media convergence newsgathering, as well as MoeslimChoice, which may survive in the media business competition by engaging in media convergence that focuses primarily on the editorial department. MoeslimChoice maximises the newsgathering convergence model, which increases the ability of its journalists to complete a variety of jobs using the platform that MoeslimChoice employs extensively (Asyir & Nurbaya, 2019).

Content Convergence

The news content produced as a result of this convergence is presented as multimedia, which is a blend of text, images, audio, and video. The selection expands in tandem with the development of increasingly innovative digital technologies. Serambi Indonesia uses it to package their news, which is no longer presented as a single piece but rather as a combination of text, images, and videos.

Changes in media patterns are the primary driver of a shift in reader habits, and Serambi Indonesia adjusts to this by disseminating news through the packaging of engaging content. Not just in written form. The editors of Serambi Indonesia believe that the publication will likely perish if it does not adapt to the shifting media landscape. The proprietors and consumers of print media must also adjust to the societal norms of the present information age.

Serambi Indonesia recognises that the impact of the convergence of its material, specifically under the name Serambinews online, has been positively welcomed by the reading community. From a traffic perspective, the number of visitors each day is extremely high, as is the interaction of visitors with news stories published on social media. It suggests that the public may accept Serambinews online in terms of content, just as the printed version of Serambi Indonesia is accepted.

The history or printed version of the Serambi Indonesia brand, which has been around for a long time and accompanies readers, contributes to the positive perception of Serambinews online users. In addition to prioritising speed, the online content supplied by Serambinews also adheres to the discipline of verification. In addition to validating facts and data before reporting to the public, Serambi Indonesia is guided by the idea of neutrality when carrying out its responsibilities because this neutrality is a perception that readers will continue to appreciate (Wibawa, 2020).

Serambi Indonesia thinks that Serambi Indonesia's genes are print media genes. Even if speed is necessary for the era of media convergence, Serambi Indonesia maintains consistency by adhering to the verification standard often applied while managing print media. It implies that the stylebook for online media and print media is identical. Therefore, the online edition of Serambi Indonesia is chasing speed in news presentation, while the online Serambi Indonesia standard uses the printed version. Journalists provide news similarly to the criteria for print and web media.

A Breaking News instance is slightly different because it must offer timely information, but the 5w+1h approach can still be followed. An element of W or one of the factors in the formula for making news must still be present in the news.

Even for mundane news, Serambi Indonesia journalists must be exhaustive in their reporting. For instance, if a journalist is covering a corruption case, the story will not be released without a statement from all parties or a comprehensive news source.

Serambi Indonesia employs 40 journalists around Aceh to provide content. Each Serambi journalist is responsible for seven news articles daily and two videos weekly. When journalists cannot obtain a video of a news item, the video team

will make a video illustration depicting the news.

The news-based material that Serambi Indonesia generates is tailored to their available platforms. On the other hand, this also underlines the customisation of news packaging for the Serambi Indonesia market niche.

The packaging of news by Serambi Indonesia based on market categories is excellent. Serambi Indonesia has provided its users with the option of selecting the news they wish to read based on the current circumstances. Therefore, this facilitates Serambi Indonesia enthusiasts' continued access to and monitoring the status and conditions in Serambi Indonesia.

However, in terms of content convergence, Serambi Indonesia's efforts are not yet perfect. Unoptimised Convergence of People's Sovereignty content is identical to Convergence of Serambi Indonesia content (Fadilla & Sukmono, 2021).

Serambi Indonesia has experimented with merging content in various ways. However, this feature exists solely to supplement an article or news. There is a news article, for instance, in which a photograph accompanies the news. The photo is little more than a supplement or a sweetener, and it often disregards the aesthetics of photography, even though it is still considered photojournalism.

Based on content convergence, Dailey et al. (2005) demonstrate that Serambi Indonesia has not implemented all five stages of the convergence continuum, precisely the step of full convergence. According to the findings of Pramana et al. at Radio Songgolangit in 2021, Serambi Indonesia does not adopt the five continua convergence models. At the same time, Radio Songgolangit carries out the cross-promotion phase, specifically between media introducing one another, such as mentioning names, logos, and links, and cloning broadcast media to reproduce content from social media, and social media to reproduce content from other news portals. During the competition, content exchange and full convergence were not implemented.

In adopting content convergence, Serambi Indonesia has gotten more desirable over time. They already possess the essential resources necessary to sustain their job, which evolves gradually over time. Such as the responsive and agile character of online works and the weight and quality of print works. Journalists can become content producers who carefully select which problems to cover, even in works that require a combination of text, photos, audio, and video. Packaging engaging and pleasant strategies is the consequence of a lengthy convergence process in the media in Serambi Indonesia.

In content convergence, Serambi Indonesia uses storytelling convergence dimensions (Gordon, 2003). Journalists are required to transform information into the news in various formats, including writing, images, graphics, audio, and video, for multiple platforms controlled by Serambi Indonesia because each platform has a unique audience.

The content convergence strategy of Serambi Indonesia regarding multimedia news packaging is consistent with what Preston (quoted in [Setianto, 2008](#)) stated, namely that multimedia news packaging will enrich the information presented and allow readers to select information based on their individual preferences. [Setianto \(2008\)](#) explains in greater detail that packaging according to market segments can be accomplished by focusing on the qualities of the platform and the quality of the news so that the public can choose what news to consume based on their interests and requirements.

CONCLUSION

Based on the research's discussion, it is possible to conclude that Serambi Indonesia executes a complete convergence, beginning with newsroom convergence, newsgathering convergence, and content convergence. In the process of newsroom convergence, Serambi Indonesia combines an editorial room system with a single newsroom system, which affects journalists' productivity. The single newsroom is the hub or source of all news, which will then be delivered to other Serambi Indonesia-owned platforms. Through a centralised newsroom, journalists' job becomes more efficient, as they no longer work on each platform but in their respective compartments. Thus, the news may be effectively integrated, and convergence operates ideally.

Converging newsgathering, Serambi Indonesia employs two methods: first, developing and equipping senior journalists with various training to be prepared and able to adapt to new demands and work patterns; second, developing and recruiting new journalists. Second, Serambi Indonesia recruited new journalists tailored to the editorial requirements of unmastered elements.

Moreover, Serambi Indonesia engages in content convergence. The content created by Serambi Indonesia is tailored to their available platforms. The content of packaging is likewise tailored to the market category. The readers of Serambi Indonesia can select news according to their preferences and needs.

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