

## ABSTRACT

### **MULTICHANNEL JOURNALISM AS AN IMPLEMENTATION OF MEDIAMORPHOSIS STRATEGY IN LOCAL PRINT MEDIA**

**(A Descriptive Qualitative Study on Suara Merdeka)**

Alraudhi Rianto<sup>1)</sup>, Ratna Puspita, S.Sos., M.Si.<sup>2)</sup>

<sup>1)</sup> Student of Communication Science Department, Universitas Pembangunan Jaya

<sup>2)</sup> Lecturer of Communication Science Department, Universitas Pembangunan Jaya

*This study aims to analyze multichannel journalism as an implementation of the mediamorphosis strategy adopted by Suara Merdeka in facing the challenges of the digital era. Suara Merdeka is one of the largest local print media outlets in Central Java currently undergoing digital transformation to remain relevant amid shifts in information consumption behavior. The research employs a descriptive qualitative approach with data collected through in-depth interviews, digital content observation, and documentation analysis. Findings show that the multichannel strategy is executed through the use of various digital platforms, including Instagram, TikTok, YouTube, Twitter, and the online news website. The most successful strategies involve the use of TikTok and Instagram, which effectively reach younger audiences through engaging visual content aligned with platform algorithms. Conversely, strategies on YouTube and Twitter are less effective due to limited promotion, low production quality, and a mismatch with audience preferences. These findings highlight that the implementation of multichannel journalism requires a deep understanding of each platform's dynamics and the ability to adapt content formats strategically. This research offers recommendations for local media to develop more adaptive, creative, and audience-centered digital strategies to stay competitive in an increasingly convergent media environment.*

**Keywords:** Multichannel Journalism, Mediamorphosis, Local Media, Multichannel, Digital Transformation, Suara Merdeka

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