**(Opportunities) Death of the Newspaper Industry in the Digital Age and the Pandemic COVID-19**

**(Peluang) Matinya Industri Surat Kabar di Era Digital dan Pandemik COVID-19**

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Abstract

The newspaper industry is entering the twilight period (emergency department) in Indonesia. Currently, the Press Council demands that the government provide incentives to press companies during the crisis due to the COVID-19 pandemic. The growth in the number of Internet users, the downward trend in advertising revenue, and the number of newspaper circulation are problems in the print media business. What are the trends in the use of Internet technology and social media in Indonesia now? Why did many newspaper companies in Indonesia collapse, close and die in the digital age? How is the effort to save the newspaper business? The research paradigm is qualitative. Data collection techniques through; literature review, observation, and experience of researchers. Two data sources are processed in this study, namely primary data and secondary data. The time of the study is seven months (November 2019 until May 2020). As a result, the growth in the number of Internet users has been extraordinary in the last 20 years. Nowadays, the internet access is more than 4.5 billion people worldwide. There are 175.4 million Internet users in Indonesia; majority for the needs of social media. Signs of the newspaper era are over, strengthened by many newspaper companies turning to online media. The number of readers fell, the number of advertisers plummeted, the number of copies narrowed, and the cost of producing newspapers became increasingly expensive to cause the closure of various newspaper companies. Effort to save it by attracting young readers and doing various content innovations. Tragically, the print media industry will end and die on its own.

Key words: newspaper, collapse, industry, digital, internet

*Abstrak*

*Industri surat kabar memasuki masa senja kala (gawat darurat) di Indonesia. Terkini, Dewan Pers menuntut pemerintah agar memberikan insentif kepada perusahaan pers selama krisis akibat pandemik COVID-19. Pertumbuhan jumlah pengguna Internet, tren penurunan pendapatan iklan, dan jumlah tiras surat kabar menjadi problema dalam bisnis media cetak. Bagaimanakah tren pemakaian teknologi Internet dan media sosial di Indonesia sekarang? Mengapakah berbagai perusahaan surat kabar di Indonesia banyak yang kolaps, tutup, dan mati di era digital? Bagaimanakah usaha menyelamatkan bisnis surat kabar? Paradigma penelitian adalah kualititatif. Teknik pengumpulan data melalui; kajian pustaka, observasi, dan pengalaman peneliti. Dua sumber data diolah dalam penelitian yakni data primer dan data sekunder. Waktu penelitian yaitu tujuh bulan (November 2019 sampai Mei 2020). Hasilnya, pertumbuhan jumlah pengguna Internet luar biasa dalam 20 tahun terakhir. Kini pengakses internet lebih dari 4,5 miliar orang sedunia. Ada 175,4 juta pengguna Internet di Indonesia; mayoritas untuk keperluan bermedia sosial. Tanda-tanda era surat kabar tamat dikuatkan banyak perusahaan koran beralih ke media online. Jumlah pembaca turun, jumlah pengiklan anjlok, jumlah tiras mengecil, dan ongkos produksi surat kabar kian mahal menjadi penyebab tutupnya berbagai perusahaan koran. Upaya penyelamatannya dengan menggaet pembaca muda dan melakukan berbagai inovasi konten. Tragis, industri media cetak bakal tamat dan mati sendiri.*

*Kata-kata kunci: surat kabar, kolaps, industri, digital, Internet*

**Background**

The fate of various print media companies in the midst of the 2019 Coronavirus Disease (COVID-19) pandemic in Indonesia since the beginning of March 2020 is increasingly alarming together. People's Mind, which became the biggest newspaper published by Bandung, West Java, ended its Sunday edition on March 15, 2020 — right in the midst of the Indonesian people and the world facing the pandemic of Coronavirus Disease 2019 (COVID-19). The loyal readers of the newspaper can still enjoy the news and information offerings from the People's Mind regular edition Monday-Saturday. The Jakarta Newspaper since January 2, 2020 eliminated the rubric of ideas containing opinions or discourse and book reviews in the newspaper published by the capital city of Jakarta. Previously in a row, the Check & Ricek Tabloid ended its print edition on April 23, 2019, Medan Bisnis Daily closed the printed version on March 30, 2019. The Insight Newspaper did not start as late as March 2019. Joglosemar has not been published since early January 2018 (last published December 30, 2017). Bernas Jogja has not been published since March 1, 2018 (last published February 28, 2018). The Tabloid Bola also collapsed, and published its latest edition on October 23, 2018. Sinar Harapan, the king of the evening paper, did not publish again on January 2, 2016. Suara Karya did not start on November 1, 2016. The Jakarta Globe did not appear at the end of September 2015. Tabloid Soccer went out of business in 2015. The National Journal did not start publication on November 1, 2014, along with the "main donor", Susilo Bambang Yudhoyono, who no longer served as President of the Republic of Indonesia. Tabloid Go died in 2006.

Surprisingly, due to the impact of COVID-19, Australia's national news agency; The Australian Associated Press (AAP) will dismiss 170 journalists on June 26, 2020, and close its editorial production services, pagemasters at the end of August 2020. AAP began publishing in 1935 by newspaper publisher Keith Murdoch, father of the founder of News Corp, Rupert Murdoch. AAP owned by Australian news organizations: Australia News Corp, Nine Entertainment Co., Seven West Media, and Australian Community Media (satuharapan.com, 2020).

It turns out Rupert Murdoch's Australian News Corp will also stop publishing 60 regional newspapers. Newspapers that are no longer published are: Brisbane News; the Central Coast Express Advocate; the Mornington Peninsula Leader; the Moreland Leader, the Northcote Leader, the Preston Leader, the Stonnington Leader; the Manly Daily, the Blacktown Advocate, the Inner West Courier, the Wentworth Courier, and dozens of other newspapers owned by News Corp in Australia (Guardian.com, 2020; cnbcindonesia.com, 2020).

Previously, in the Southeast Asia Region, the Malaysian Newspaper Utusan - the oldest and most well-known newspaper in Malaysia which had been established 80 years ago, no longer published its print edition since August 22, 2019. In the United States, print media circulation fell from 60 million in the year 1994 became only 35 million in 2018, and that added digital circulation.

In the era of print media, which was in the 1990s, there were more than 6,000 newspaper companies in the United States. Now, there are only around 4,000 according to the Census Bureau. Jobs related to editors fell by almost 40 percent from 1994 to 2014. Its transportation continues to decline. Magazines such as Newsweek, Glamor, and The Forward have stopped publishing. In England, The Independent newspaper has not been published anymore.

In Indonesia, a number of print media must leave because of low circulation and unable to sustain production and operational costs. The Jakarta Globe was closed and Koran Tempo was no longer published. In the entertainment field, Soccer Tabloid, Bola Daily, My Friend, Trax, Rolling Stone, and HAI were forced to switch media to digital media (Kompas.com, 2019). If dragged again, there are still many more lists of newspapers that have become the end of their fate.

The Jogjakarta Post newspaper - affiliated with Central Java Post, which was once the "reincarnation" of the Yellow Pos Meteor newspaper owned by the Jawa Pos Group; at the end of 2013 it was no longer published in DIY. Harian Pagi Jogja Raya, which is owned by Jawa Pos Group, which has an office in DIY, was also closed in 2011. In addition, KR Bisnis (owned by the KR Group), which was previously called the Merapi Newspaper, did not start publishing on January 2, 2010. The management of the KR Group preferred to re-issue the Koran The latest edition of Merapi is called Merapi Renewal Newspaper. Another newspaper company that collapsed in DIY, Malioboro Ekspress (weekly newspaper) has not been published again in 2010.

Indeed, the dimming of the newspaper business has been marked strongly by the case of "down" the oldest newspaper company in the United States of the caliber of The New York Times (one of the best newspapers in the United States) at the end of 2011. The tragedy was truly a major blow to entrepreneurs print media in the United States, even throughout the world. In fact, The New York Times has sold 16 regional newspapers to Halifax Media Holdings for USD 143,000,000. Newspapers sold include the Sarasota Herald Tribune, The Ledger in California, the Herald Journal in North Carolina, The Press Democrat in California, Star News in Wilmington, Daily Comet in Los Angeles and 10 regional newspapers with 430,000 copies. The New York Times step to sell its regional newspaper companies is nothing to overcome the company's debt burden. Where during the year 2011 experienced an extraordinary decline in advertising. As an illustration, during the first nine months of 2011, the newspaper company's revenue dropped dramatically by as much as seven percent, or only USD 190,000,000. Whereas in 2010, the annual advertising revenue of The New York Times company was USD 2.4 billion. Starting in early 2012, The New York Times chose to develop an online media business company only (Kontan, 29 December 2011 edition).

Even so, until now the print edition of The New York Times is still circulating in the community, despite having changed its name to the International New York Times. the distribution is no longer in large numbers. Due to a lack of income from newspapers, the company is renting out part of the space in its headquarters building in New York to help with operational costs. Faced with the economic crisis and the flow of the Internet, The New York Times also chose to deliver news through online media. In addition to The New York Times which continue to fade, other print media in the United States that have ended their print editions are: Newsweek Magazine, The Rocky Mountain News, The Seattle Post Intelligencer, Lee Enterprises, Tribune Co., Reader's Digest Magazine (collapsed in mid-February 2013), and the Washington Post on 5 August 2013 has also been negotiated (Tempo, 2013).

In Germany, the Financial Times Deutschland (FTD) has finished its fate on November 23, 2012. The Berliner Zeitung newspaper in 2013 is also just waiting to die. Even New Page, a paper mill in Ohio that operates in the United States and Canada with a total production of 3.5 million tons of paper per year for newspapers, magazines and brochures, was closed on June 30, 2011.

The declining trend in the number of newspaper circulation befalls the world's highest circulation newspaper, which is still held by the Yomiuri Shimbun (newspaper in Japan) with a circulation of 10,000,000 per day. Subsequently followed by Asahi Newspaper with a circulation of 7,500,000 copies per day. But in The 33rd NSK-CAJ Fellowship Program at the Nippon Press Center (Monday, 9/24/2012), it was revealed that the Japanese press industry was also experiencing major problems. The problem is that Japanese young people (aged 20-30 years) have never read a newspaper. According to Mr. Masaki Satsuka, Director of Editorial, Technology and International Affairs Committee of Nihon Shinbun Kyokai (NSK), the unwillingness of young Japanese generations to read newspapers has a negative impact on newspaper circulation in Japan. The biggest negative impact is the cause of the decline in the number of circulation of a number of newspaper publications by 1-2 million copies in the last few years (People's Sovereignty Daily Newspaper, 2012).

That is a clear sign of the fall of print media management in the world and the country, slowly ending its business. Other obvious signs, reducing the number of normal pages from dozens to dozens of pages; eventually gradually reducing its circulation, experiencing a drastic decrease in advertising revenue, and losing loyal readers who continue to erode age and technology, and finally "checkmate".

Based on the search and extraction of the essence of the results of previous research related to the future of the newspaper, the following study was found. First, Philip Meyer (2004; 2009) in the book: The Vanishing Newspaper: Saving Journalism in the Information Age, predicts that daily newspaper readers will disappear for the last time in September 2043. Even in the first quarter of 2043 (April 2043), only left one person left who still reads the paper. Tragically, most other analysts dare to predict the destruction of newspapers will be faster. The art of managing a business amid the downward trend in newspaper circulation has long been a specialty of newspaper industry.

Secondly, Supadiyanto's thesis (2014) entitled: Implementation of Internet Technology to the Jogja Daily Editorial Policy (BIG Media) in the Reform Order. Researchers revealed that the use of (technology) the Internet in the print media industry in the era of media convergence, on the one hand increased the number of readers of various news products produced by print media companies. On the other hand, it becomes "counterproductive", because it has a great chance of triggering a reduction in the number of lines in various print media. Because many people think they prefer to consume online media or e-paper that are "free" and can be accessed from any location at any time; instead of having to consume print media that have to pay a subscription fee or retail fee with a certain nominal. In other words, it is Internet technology that ultimately kills directly or indirectly the existence of newspapers (print media). Previous research, Supadiyanto (2013), emphasized that there was a real adverse effect on the implementation of paperless newspaper technology in the print media industry which had a major effect on the reduction in newspaper circulation; to cause print media companies to close or shift their business to digital channels. It is true that paperless newspaper decreases newspaper circulation, but instead increases the number of readers in its digital version. Implications for business, it is clear the paperless newspaper will slowly change the public's lifestyle in consuming mass media.

Third, research conducted by Satria Kusuma (2016), concluded that the rapid development of the internet pushed people to access online media through devices. It was then that the print media began to be threatened by its existence, and Satria Kusuma predicted that loyal readers of the newspaper would switch to online media. In addition, the research revealed that to maintain print media, they must be able to maintain credibility and trust in all information presented. However, this research does not clearly mention the problem formulation, research paradigm, data types, data collection techniques, and data analysis.

Fourth, the challenges of managing a print media company in survival are very heavy. Stephen Michael Wilson (2005), citing the opinion of Vin Crosbie (2004) emphasizes that there are at least three basic tactics that the news industry must adopt to survive. First, it must use new technology to satisfy the needs of the audience. Second, the industry must understand that newspapers, the web or digital or wireless editions are not the total answer, but the convergence of the media unites all products in a single inevitable unity. The final step is to focus on the industry's ability to produce content and more on its unique services in providing a complete content package to readers regarding changes that require news rooms and companies to go beyond traditional definitions of "news" and "syndication" of news sources.

Fifth, recent research by Nur Hasni, Hafied Cangara, and Jeanny Maria Fatimah (2019) entitled: Endurance of the Print Media Business in the Midst of Online Media Usage in Makassar City (Fajar Daily Newspaper and East Tribun Daily Newspaper) shows evidence that there is an increasing growth in the number of online media readers are accompanied by a decrease in the number of newspaper readers. Although advertising revenue from newspapers is still higher than online media, the growth of print media advertising is far less than the growth of advertising in online media.

Sixth, in the article entitled: End-Game Strategy for Declining Industries, Katherine Rudie Harrigan and Michael Porter have identified four reasons for the decline: lifestyle changes, tastes or needs; technological change encourages substitute products with lower costs or higher quality; depreciation of customer groups; and the increased cost of complementary products creates an increase in package costs.

Meanwhile, according to John Hill (2016), the business strategy undertaken to deal with the future of a turbulent media business is that the majority of traditional print publishers in the United Kingdom (UK) in particular have moved the path to online publishing to help maintain their readership and advertising revenue. But in reality, the most effective local newspaper company that has been launched into the digital world is having trouble getting a portion of its print advertising revenue. The statement was printed in the article titled: Strategies for a Turbulent Future? written by John Hill in a book called: The British Newspaper Industry.

According to Shelley Thompson (2013), the trend of newspaper closure and staff redundancy in the United States in 2007-2008 due to economic recession, raises a question mark for how long the newspaper business can survive. The future projections of newspapers are believed not to last long in their paper and ink editions. Even according to the Digital Future Center (2012), print newspapers in the United States are only believed to last for five more years (read: 2017). In fact today (2020), newspapers in the United States still pretty much survive there. However, between 2012-2017, many news companies in the United States stopped publishing and switched to online media. In line with that, Miki Tanikawa (2017) revealed that over the last century, newspapers have adapted to great competition from all directions: news magazines, radio, television, and cable TV. But the threat to the print edition of the newspaper actually comes from online media. This forced the newspaper to change in an unprecedented way by differentiating their products. Its weaknesses in competing about timeliness can only be offset by presenting analysis and background information, unique coverage, rich narrative, and better visuals (Pew Research Center, 2006; Usher, 2010), all of which must appear on the front page.

Seventh, Stephen Michael Wilson's (2005) thesis entitled: Preserving the American Community Newspaper in the Age of New Media Convergence and Competition, that the future of print media in the USA is threatened by the convergence of new media and new competitions. In his research, Wilson quoted the idea of ​​Vin Crosbie (President/Managing Partner of Digital Deliverance LLC), that now newspapers remain the most trusted and comprehensive source of news, but industry trends have knocked down its economic viability, potentially setting the stage for immediate collapse.

By extracting the results of previous studies, researchers can draw conclusions that from the seven research results above, the fate of print media, especially in Indonesia, is currently experiencing a decline in terms of the number of readers, the amount of advertising revenue, the amount of circulation. Technically both graphically and in terms of presentation techniques and physical mediums are indeed far more advanced when compared to the Reform Order in early 1998, but the business prospects continue to be threatened. The research conducted this time has the advantage in terms of data exploration given the many cases of newspaper companies that have collapsed and closed, and some others have survived by switching to online media. Difficulties for Indonesian researchers to be able to uncover company secrets (business) about why the fate of many newspapers in Indonesia collapsed and closed directly from the shareholders of the collapsed company, is a common obstacle. Given that in normal conditions, it is very difficult for researchers to uncover the benefits of newspaper companies. For this reason, this research is exploratory, descriptive and rests on the literature study data. The experience of researchers who have used the People's Sovereignty, Jogja Tribune, Jogja Daily, Solopos, and Merapi Newspapers, Indonesian News, Kompasiana, and other media as research objects, as well as researchers who are fond of reading various newspapers since 1999 until now, are very helpful in the analysis the results of this study.

Three interesting problem formulations examined in this study. First, what is the current trend in the use of Internet technology and social media in Indonesia? Second, why do various newspaper companies in Indonesia begin to collapse, close, and totally die in the digital age? Third, how is the opportunity to save the newspaper media business based on academic analysis, basing the results of the study on the first and second questions above?

Research on the death of the newspaper industry has not been much discussed in various studies. Many studies reveal various strategies and tactics so that newspapers can still exist in the media industry. This research aims to be descriptive-exploratory in revealing uncontested facts about the signs of the death of the print media business in the digital age, amid the pandemic of the COVID-19 outbreak. This is the point of excellence of this research compared to the results of previous studies.

**Research Methods**

The paradigm of this research is qualitative-postpositivistic-descriptive-argumentative. Data collection techniques by; literature review, observation, research experience, and limited group discussion. There are two sources of data processed in this study, namely primary data and secondary data. The time of this research is 7 months from November 2019 to May 2020. The data obtained from the field are then analyzed. Analysis of the literature data that is relevant to the research topic, the content of a number of newspapers, opinions of a number of experts/observers as supporters then reflected to find the right answer to the problem that is the subject of the study.

**Results and Discussion**

**The Real Condition of the Use of Internet Technology and Social Media in Indonesia Nowadays**

First fact: when the results of this study took place, the world was facing a COVID-19 pandemic. Since it was first discovered in mid-November 2019 in Wuhan China until now (read: May 4, 2020), COVID-19 has adversely affected 213 countries worldwide because it caused death in as many as 246,285 people; 3,521,039 people were exposed to this virus, and only 1,136 992 people were declared cured. The figures above will continue to grow higher, considering that currently developed countries such as: the United States, Italy, Britain, Spain, and France are the countries with the largest number of people killed worldwide due to COVID-19 (WHO, 2020).

On the one hand, along with a policy of mass isolation or quarantine and strict social restrictions, the use of Internet technology and social media has experienced a tremendous surge. Because various countries in the world have adopted a similar policy: learning from home and working from home during the COVID-19 crisis. Suddenly the number of Internet users jumped very significantly.

Based on the latest data: https://www.internetlivestats.com/ (accessed on 3 May 2020 at 23.59 WIB), the number of Internet users worldwide reaches: 4,549,095,958 people. Meaning: more than 63.34 percent of the world population has used Internet technology. At present the world's population reaches 7,781,988,559 people. The highest social media users achieved by Youtube: 7,218,829,181 people; Facebook as many as 2,489,373,487 people; Twitter 359,872,077 people; Skype 397,354,669 people; Pinterest 289,991,765; Tumblr 145,750,069 people. The extraordinary growth of Internet and social media users, marks how Internet technology has become a primary need equivalent to the needs of food, clothing, and shelter. Specifically the number of Internet users in Indonesia, at the end of January 2020 shows the number 171,260,000 users. The highest internet penetration is in Java (55.7 percent), Sumatera (21.6 percent), Sulawesi-Maluku-Papua (10.9 percent), Kalimantan (6.6 percent), and Bali-Nusa Tenggara (5.2 percent). Indonesia was ranked 3rd in Asia, after China with 854,000,000 users, and India with 560,000,000 Internet users. While the number of Facebook users in Indonesia is 136,960,000 users, ranked second after India as many as 251,000,000 Facebook users.

World social media data, number of Facebook users = 2.449 billion users; Youtube = 2 billion users; WA = 1.6 billion users; Facebook Messenger = 1.3 billion users; Weixin/Wechat = 1.151 billion users; Instagram = 1 billion users; Douyin/Tiktok = 800 million users; QQ = 731 million users; Qzone = 517 million users; Sina Weibo = 497 million users; Reddit = 430 million users; Snapchat = 382 million users; Twitter = 340 million users; Pinterest = 322 million users; Kuaishou = 316 million users (Kepios Analysis, 2020).

While data in Indonesia, the number of Internet users penetrates 175.4 million users, active social media users as many as 160 million users; there are 338.2 million cellular phones owned by Indonesian residents; with a population of 272.1 million. Using an average of time to access the Internet for 7 hours 59 minutes per day (United Nations, January 2020). Social media users in Indonesia as of January 2020: Facebook = 130 million users; Instagram = 63 million users; Snapchat = 5.4 million users; Twitter = 10.65 million users; Linkedin = 15 million users. Based on the 2018 Indonesian Internet Service Providers Association survey, the majority of cellular telephone users use cellular operators providing internet services from Telkomsel (43 percent), Indosat Ooredoo (18.1 percent), XL (18 percent), Tri (11.6 percent), Smartfren (2.6 percent), and the rest are other brands. The cellular telephone brand used was Samsung (37.7 percent); Oppo (18 percent); Xiaomi (17.7 percent); Vivo (7.5 percent), Asus (3.2 percent), Iphone (3.1 percent); Lenovo (2.4 percent), Advan (1.5 percent), other brands (8.9 percent).

Based on statistical facts (numeric) above validly prove that the number of users of Internet technology both in the world and Indonesia has increased very significantly at this time. The hypothesis that is worthy of proof then is the increasing number of internet accessers worldwide, including in Indonesia, has a strong influence on the decline in the number of newspaper readers, the decline in circulation, and the transfer of young and loyal newspaper readers to online media.

The second fact: when the results of this research took place, all newspaper companies already have an online site that becomes an aggregator for the existence of newspapers that are already owned. Although in practice later, the existence of various print media companies went bankrupt and then switched to managing an online media business that had previously been owned. The number of print media companies that divert business to online (digital) media is a trend that cannot be denied and denied anymore, considering that the print media business is experiencing a decline both in terms of advertising revenue, number of readers, and customers.

The third fact, based on data reported by https://www.worldometers.info/, the number of newspaper circulation in the universe on May 3, 2020 was 476,653,524 copies. That is; 6.1 percent of the world's population has the potential to buy retail and or subscribe to the newspaper in circulation. If it is assumed that one newspaper is read by 3 people (1 family), then the potential level of newspaper readability is 1.4 billion readers or 18 percent of the world's population. The level of readability is indeed still quite high with the assumptions above. But the fact is that many young people don't read newspapers anymore. This means that in one family, between parents and their children now have the habit of accessing different types of media. This means that the assumptions above can be even lower. Especially at this time, the availability of Internet technology has been almost evenly distributed in various countries, both in developed and developing countries.

The fourth fact, various mass media companies (both print media, radio, television, and online) are currently also building channels on social media such as Facebook, YouTube, WhatsApps, and other social media. As has been done by various media companies that have channels on YouTube and have the largest number of subscribers in Indonesia, namely: Trans7 Official has a YouTube channel (successfully ranked 4th in Indonesia), Indosiar (8th), TransTV Official (15th), Surya Citra Televisi/SCTV (18th), RCTI-Indonesian Drama Screen (20th), MNCTV Official (25th), CNN Indonesia (46th), Kompas TV (51st), Netmediatama (52nd), tvoneNews (121st), Tribunnews.com (150th), and other media companies. This proves that various mass media companies make social media a mainstay to attract the attention of the audience without being restricted by time space and national borders. The success of various mainstream media companies to build channels on YouTube and get a large income from these social media channels, has become a new trend in media business governance. The success of Trans7 Official on the YouTube channel was ranked 4th nationwide because it was able to upload 49,415 copies and had 13.9 million subscribers that were watched 5.9 billion views (https://socialblade.com/youtube/top/country/ id). Looking at the four facts above, it can be drawn an initial conclusion that Internet technology is very prospective in managing the mass media business in the present and future. This is relevant to the Nielsen Consumer Media View survey results in 11 cities in Indonesia (Jakarta, Bandung, Jogjakarta, Semarang, Surakarta, Surabaya, Denpasar, Medan, Palembang, Makassar and Banjarmasin) involving 17 thousand respondents from February to April 2017; Television penetration still leads with 96 percent followed by outdoor media (53 percent), the Internet (44 percent), radio (37 percent), newspapers (7 percent), tabloids and magazines (3 percent). The existence of the internet as a medium with a fairly high penetration rate is an indication that Indonesian people are increasingly fond of accessing various content through digital media (nielsen.com, 2020).

**The Main Causes of Various Newspaper Companies Collapse and Close**

Referring to the Press Council (2020), the number of journalists who passed the journalist certification is still 15,771 people. Since the journalist competency examination program was held in 2010 until now, the achievements regarding the implementation of journalist competency exams over the past 10 years have on average only produced 1,500 professional journalists per year; whereas the number of journalists in Indonesia currently can reach more than 125 thousand people. This means that only about 12.6 percent of journalists in Indonesia are certified. While the number of media companies in Indonesia is around 47,000 pieces of media consisting of: 43,300 cyber media; 2,503 print media, 674 radio media, and 523 television media. Concerned, from the number of media companies above, the number of media verified by the Press Council as of the beginning of May 2020 was only 1,311 units consisting of: 559 cyber media, and 352 print media, 20 radio media, and 380 television media (Press Council, 2015 ; 2017; 2020).

The growth trend of online media advertising is believed to be increasing from year to year, inversely proportional to the declining trend in advertising in print media. This is because digital media is a future platform full of inevitability and futurism. While print media is a platform full of question marks in the present and future. If so, there is no choice for conventional media actors including print media to take the digital version more seriously (Asmono Wikan, 2017). The above argument is very reasonable. The Press Council report states that more than 1,300 print media have gone bankrupt in the past 15 years. The reason besides the declining economic performance of Indonesia in 2015, is also due to the rapid development of digital technology. Asmono Wikan, stated that the development of media technology is one of the factors that influence the condition of print media (Artini, 2017). The COVID-19 pandemic which caused the global and national economy to be completely destroyed, certainly accelerated the "death" of various print media companies, including electronic companies that could not survive.

The following six main reasons are caused that various newspaper companies have collapsed and closed: First, the presence of Internet technology is a big threat to the existence of paper-based print media. Equitable distribution of Internet infrastructure in a country, would certainly be an "apocalypse" for the civilization of paper-based print media. Utilization of Internet technology to support the presence of online and electronic media, directly or indirectly attracts print media readers to switch to consuming types of mass media integrated into the Internet network. As a result, the number of readers or print media customers is gradually reduced, massive, and systematic. This causes the number of print media readers to decrease, automatically decreasing the interest and enthusiasm of advertisers to advertise in print media. Suddenly, the domino effect subsequently resulted in many print media companies going out of business and choosing to shift their business lines to digital channels (online media). The facts of the print media business are already evident today, and there is no need to debate anymore.

Second, there is a change in the behavior of young people today who are more "concerned" with Internet technology than paper technology. According to Agung Adiprasetyo, in Sularto (2007: 238), in 2006 as many as 16 percent of young people worldwide used Internet technology as a source of information, 42 percent of young people were still reading newspapers, 28 percent were watching television, and 10 percent were accessing from radio.

Based on a field survey conducted by Supadiyanto (end of December 2012) at the UIN Sunan Kalijaga and AKRB (AMIKOM Group) in Yogyakarta against 150 students; the result is that 95 percent of students access information from the Internet, 50 percent enjoy television, 5 percent listen to the radio, and only 10 percent read newspapers. The survey was even conducted again on 100 students at STIKOM Yogyakarta (September 2019), the result was 97 percent accessing information from the Internet, 20 percent enjoying television, 2 percent were listening to the radio, and 2 percent were to read newspapers.

From the figures above shows the Internet penetration among young people is very high, and paper-based newspapers, and radio are increasingly unpopular among young people. Even among students in Indonesia, there are currently very few students who want to read the newspaper.

Third, the migration of print media advertisers to other types of media, especially to online media. According to Danny Oey Wirianto (Chair of the Development of Digital Advertising at the Indonesian Advertising Company Association), since 2009-2011 digital advertising expenditure has increased 100 percent per year. Digital advertising expenditure (online media) in 2012 successfully earned a nominal of Rp 1 trillion, advertising spending on television amounting to Rp 55.98 trillion; ad spending in newspapers Rp. 28.9 trillion, and ad spending in magazines and tabloids reached Rp. 2.6 trillion. Indonesia's total media ad spending reached Rp 87.471 trillion in 2012. Indeed, ad spending for digital media is still small, but the pace of development shows positive trends every year (up). Based on the results of the AGB Nielsen survey on August 22, 2011, there was an interesting fact that 73 percent of consumers in Southeast Asia found their lives easier after reading or seeing advertisements on the Internet. Based on Nielsen Advertising Intelligence (Ad Intel) 2020, the total spending for advertising in 2019 on television, radio and print media reaches Rp 181 trillion. This figure has increased when compared to the total ad spending in 2018 which only reached Rp 168 trillion based on the gross rate card. Television still dominates 85 percent of the portion of ad spending with a figure of more than Rp 143 trillion, growing 14 percent compared to 2018. While print media advertising expenditure reached more than Rp 22 trillion and total radio advertising expenditure reached Rp 1.7 trillion, while digital advertising expenditure (online) as much as Rp. 13.3 trillion.

Fourth, the growing awareness of the community to love the environment. Paper raw materials sourced from forest trees; obviously causing complex problems for the environment. Because the paper mills require a large supply of forest trees such as pine trees (or it could be from pine trees, eucalyptus, acacia, and the like) which have reached tens of years or even decades. This triggers illegal logging of forest trees. Awareness of the world's population to care for environmental sustainability; great opportunity to bring up the boycott movement not to use, buy, or read all products that come from paper; including print media (Supadiyanto, 2013). Used paper can indeed be recycled as newspaper printing raw material, and can be reused; but it turns out the cost required is far more expensive. This means that buying raw materials for new newsprint is much cheaper than used paper.

Fifth, the relatively high production and distribution costs of newspapers cause a heavy burden on print media companies. The price of newsprint and ink are getting more expensive every year, as is the case today, as well as expensive distribution costs; making many print media companies choose to switch to online media business. Instead of surviving and continuing to increase the company's debt to survive, print media business managers chose the middle way to immediately end the print edition. So far, national newspaper needs 400,000 tons per year, while national production capacity is 770,000 tons per year. The supply of newsprint raw materials needed by hundreds of print media companies in Indonesia is dominated by PT Aspex Kumbong (formerly PT Aspex Paper). Foreign companies from South Korea that are able to produce 400,000 tons of newsprint per year. This means that more than 50 percent of newsprint is supplied by the company. According to data from Kompas (2008), there are still other companies producing newsprint besides PT Aspex Kumbong such as: Adi Prima (Jawa Pos group) with a capacity of around 120,000 tons/year, Gede Karang (Pos Kota group) with a capacity of 50,000 tons/year , Leces (90,000 tons/year), Suparma (36,000 tons/year), Surabaya Agung (40,000 tons/year), Tulung Agung (24,000 tons/year), and Belabak (10,000 tons/year). But it should be remembered that the average rise in the price of newsprint is USD 30-50 per year, often even increasing every three months. The need for national newsprint is around 400,000 tons per year, while the price of newsprint is now more than USD 1,000 per ton (Kontan, 2018). In 2008 alone, the price of new newsprint was around USD 800 per ton. While prices in Europe are USD 850 per ton, and in Malaysia it reaches USD 810 per ton. Even though the price of newsprint in 2003 was in the range of USD 560 per ton (Indonesian Pulp and Paper Association and Tempo, 2008). Naturally, many print media managers in the world, including in Indonesia, prefer to end the print edition earlier rather than have to bear the company's debt burden. Because advertising revenue and newspaper circulation sales are not enough to support the viability of print media companies any further. Moreover, the storm was coupled with the onslaught of the COVID-19 crisis that began to hit the world since mid-November 2019 until now, leading to a prolonged global economic crisis. The close of dozens of newspapers in Australia in April 2020, was one of the real impacts of the severe effect of the COVID-19 pandemic on the print media business. What about the future of print media in Indonesia in the midst of the COVID-19 crisis? We are just waiting for time, researchers dare to predict that there will be more print media companies that will fall out, collapse, and close seeing such conditions.

Seeing this emergency condition, it is logical if the Press Council demanded the government to immediately provide business breathing assistance, namely by proposing that the government provide incentives for the survival of the press company in times of crisis due to the COVID-19 pandemic. The proposal was stated in a Press Council letter Number: 334/DP-K/04/2020 on April 9, 2020 which was signed directly by the Chairman of the Press Council (Mohammad Nuh) submitted to the Coordinating Minister for Economic Affairs of the Republic of Indonesia. The proposal contains nine demands namely: 1). Elimination of payment of income tax obligations 21, 22, 23, 25 during 2020. 2). Elimination of turnover income tax for press companies in 2020. 3). Suspension of payment of tax penalties payable before 2020. 4). Payment for the Health and Manpower Social Security Organizing Agency in 2020 is borne by the state. 5). Imposing a 20 percent subsidy on electricity bills for press companies during the pandemic. 6). Budget allocation for program dissemination and government performance for press companies registered with the Press Council. Thus, as well as by maintaining the independence and professionalism of the press, the government in this way can play a role in supporting the survival of a credible press company in a crisis situation. 7). Enactment of a subsidy of 10 percent per kilogram of purchase of paper raw materials for print media. This subsidy is very important because the price of paper that follows the movement of the rupiah exchange rate against the dollar in a crisis situation is increasingly burdensome for the print media. 8). Elimination of fees for Radio Station Licenses and Broadcasting Operations Licenses for radio broadcast media and television broadcast media by 2020. 9). Enforcement of provisions regarding low-cost internet data packages for the public to internet service provider companies. This aims to anticipate the decline in people's purchasing power due to the economic crisis during the COVID-19 pandemic which can also cause a decrease in the level of community readership towards quality news. Even though high readership actually becomes a necessity in times of crisis.

Based on data from the Press Company Union, until December 2014; there are 471 members spread across 30 branches throughout Indonesia. There are 22.3 million newspaper newspapers circulating in Indonesia every day, of which 19 million are owned by members of the Press Company Union. It is a big miracle, if within the next 5-10 years (read: 2025-2030), the number of copies of newspapers circulating in Indonesia could reach 15 million copies.

Sixth, the low level of reading power and reading interest of the public reading print media in Indonesia. The low reading capacity of print media is a classic problem for this nation. Based on research conducted by Connecticut State University/CENTRAL (2016) titled: World's Most Literate Nations which conducted research on respondents in 61 countries in the world, found the fact that the Indonesian people's reading power in accessing newspapers is ranked 55th out of 61 countries surveyed. Indonesia is only above Georgia, Botswana, Costa Rica, South Africa, Morocco, Colombia; and far behind Thailand (53rd), Malaysia (50th), Singapore (34th). The world's population with the highest newspaper reading ability are Finland (1st place), Norway (2nd place), Germany (3rd place), and Switzerland (4th place). The issue of reading power and reading interest is a serious problem and a serious threat to the sustainability of newspapers. Of course the above conditions are very disturbing public.

**Opportunities and Emergency Efforts to Save the Newspaper Industry in Indonesia**

Looking at the facts and statistical data in the previous section, it clearly causes concern, fear, and anxiety of the managers of print media companies in the country. Nothing is not upset about the twilight of the print media industry in the world and in Indonesia today. Various giant companies are worried to see the development of the print media business, especially in the midst of the pandemic COVID-19, which is really destroying the number of retail newspaper buyers. If the print media company does not make various strategies and innovative (creative) changes in responding to the times, certainly the existence of a newspaper which is now more than 411 years old if counted since the first newspaper in the world called Relation which was printed using a printing press in Staarsburg and published by Johan Carolus in 1609 (Barus, 2010: 5; Supadiyanto, 2013) will perish, or at least lose a large number of loyal readers. Print media companies are obliged to immediately make a mix between print media, electronic media, and online media, and even with social media in this era of media convergence and to elaborate between editorial and corporate policy management; which can be taken by carrying out 12 emergency steps as follows:

First, print media companies are required to carry out various innovations and business expansion that is able to combine (synergize) print media, online media, and electronic media. The release of e-paper which is the same content as the print edition for print media companies is a business suicide for the print media. If you are ready to turn off a newspaper, and are ready to play at the electronic newspaper (e-paper) level, it is better to stop publishing the print edition earlier or sooner, rather than having to bear a losing project.

Second, print media companies must also work on the potential of young people (students and students) as partners in producing various news products by providing special rubrics. The low interest in reading young people in reading newspapers today, is clearly an apocalypse for newspaper civilization. Great strategies are needed to hook young people to have an emotional bond with the newspaper. Failing to attract the interest of young readers is destruction for the print media industry. Many newspaper managers in Indonesia, who were generally born in the X generation era, were afraid when the "newspaper" era ran out, more simply because of the love of the print media managers on the medium of paper. For millennials (generation Y), the presence or absence of newspapers has become less important. Because they have more varied reference sources. Especially for generation Z, who was born in the 2000s until now, as if newspapers were no longer conceived.

Third, print media companies must carry out various internal and external improvements by synergizing editorial management policies and corporate management policies. This step is an increasingly open compromise, between the editorial room and the advertising room, which was once separated by a fortress called a fence of fire; has to be opened so that there is dialectic between the two. The risk is indeed an idealization that occurs in the newsroom. But it is no secret, almost no print media is still ideal in the midst of the deterioration of the print media business? Surely saving the permanence of print media publishing that needs financial support from the advertising division, becomes a necessity that cannot be denied.

Fourth, building Internet channels and reporting on various platforms, becoming a media niche, integrating real-time reports, encouraging innovation, investing in mobile devices, communicating with young readers, and building communities, and subscribing or free (Wikan, 2011: 1- 14). Asmono Wikan's idea became an alternative offer, but researchers' predictions, the risk of print media would still be "turned off" slowly by online media and social media. Newspapers are like dinosaurs who cannot "survive" because they run out of intake, and eventually by nature they die by themselves.

Fifth, newspaper companies must adapt new business models in highly fragmanted industrial situations, which are able to empower human resources and sources of funds effectively and efficiently; at the same time carrying out various innovations and creativity that are constantly related to the new rubric, how to write, how to present, how to sell, how to distribute, how to manage human resources and manage production infrastructure; ad management must follow the development of the advertising industry; and improving the quality of its human resources, that is, changing the mindset of all those who work in a newspaper company must always be inspired by the message that there is nothing eternal in the newspaper (Adiprasetyo, 2007: 243-245).

Sixth, the elaboration of print and Internet media; print media are demanded to have high intelligence in giving birth to innovations in appearance and the appropriate reporting model for readers (Koran Sindo, 2013). In other words, print media must be able to synergize with the Internet world, namely publishing online media simultaneously with the print media, supporting each other. Although this step is difficult to maintain in the long run, given the existence of the newspaper is only a complement. Seventh, print media companies must improve the competence of journalists in the era of mass media convergence so that they are able to produce various high-quality journalistic products. Eighth, the national print media company must strengthen the issues of locality in the presentation of the contents of print media.

Ninth, orbiting mass media owners to get involved in politics (becoming a politician). However, the great risk of this practice will drag the existence of print media and mass media networks owned by mass media entrepreneurs who are politicians as "participant media" so that they will clash the idealistic values ​​of a mass media that should be pro-public. In fact, this has been going on for a long time, until now.

Tenth, print media must be able to meet the needs of the community with innovation and creativity in hardware and software (content). One of them is by integrating print media by using the Quick Response Code (QRC), and or Augmented Reality (AR) technology to access additional information on the Internet (Supadiyanto, 2013).

Eleventh, the most extreme step that researchers have to save the print media business is, it will immediately end the print edition, and as soon as possible divert to the online or digital media business and social media. The facts show that the growth in the number of Internet users, cellular phone owners has surged. These various tools must be utilized by the managers of mass media to create news and advertising content that is able to combine with Internet technology, cell phones, and social media. Many print media owners and managers are certain to reject this eleventh step, but let them run the risk of increasing losses in the print media business. Print media business people must be sensitive to the changing nature and times, the natural destiny and trends of business-technology, and future science.

Twelfth, to multiply the welfare of journalists in Indonesia, especially those who work in print media. This is done to motivate their performance and professionalism to supply high-quality, proportional, comprehensive and interesting news content. In the view of the researcher, the responsibility of ensuring the welfare of the journalist profession is not only the responsibility of the media company that is the place to work, but also the responsibility of the state (government). The big idea is that journalists who have passed the Journalist Competency Test should also get professional allowance sourced from the State Budget every month, bearing in mind that the journalist profession is upholding the four pillars of a democratic country and enlightening the public. The failure of various print media companies in Indonesia in implementing the 12 steps to save the company above, undoubtedly led to the possibility of the death of the newspaper industry in the digital era and the larger COVID-19 pandemic. Surely this is a formidable challenge for all national and local print media industry managers.

**Conclusion**

The first conclusion, the number of users of Internet technology and social media in Indonesia is now very dynamic. The positive impact of the COVID-19 pandemic, one of which triggered a surge in the number of Internet users in the world, including in Indonesia. The number of internet users in Indonesia alone has reached 175.4 million, currently, 160 million active social media users; there are 338.2 million cellular phones owned by Indonesian residents; with a population of 272.1 million. Began to shift the print media audience to digital media (online media and social media), and television media to social media like Youtube, becoming a new marker for the rise of the online media and social media industry.

However, the COVID-19 pandemic caused a surge in internet access worldwide due to policies working from home, learning from home, and strict restrictions or quarantine of regions or countries. Internet technology that supports the presence of online media; including other convergent media that fully rely on the technology. Internet technology, fiber optic cable technology, frequency technology, satellite technology, transmitter technology, as well as telecommunications, media and information technology, robotic system technology, and electrical technology are the basis for developing digital technology in the present and the future.

The second conclusion, related to the main causes of various newspaper companies collapse and close, there are six main triggers, namely: the presence of Internet technology poses a major threat to the existence of paper-based print media; changes in the behavior of young people today who are more "care" for Internet technology than paper technology; the migration of print media advertisers to other types of media, especially to online media; the growing awareness of the community to love the environment; the relatively high cost of producing and distributing newspapers causes a heavy burden on print media companies; and the low reading capacity and interest in reading among the public reading print media in Indonesia.

The third conclusion, in the midst of the current state of emergency of the newspaper industry, there are at least 12 strategic steps to save the newspaper business in Indonesia. Among others: print media companies are required to carry out various innovations and widening business wings that are able to combine (synergize) print media, online media, and electronic media, as well as social media; must work on the potential of young people (students and students) as partners in producing various news products by providing a special rubric; must carry out various internal and external improvements by synergizing editorial management policies and corporate management policies; building Internet channels and reporting on various platforms, becoming a media niche, integrating real-time reports, encouraging innovation, investing in mobile devices, communicating with young readers, and building communities, and subscribing or free (Wikan, 2011: 1-14) .

Another step is by: newspaper companies must adapt new business models in highly fragmanted industrial situations (Adiprasetyo, 2007: 243-245); print media and Internet media elaboration; print media are demanded to have high intelligence in giving birth to innovations in appearance and the right news reporting model for readers (Koran Sindo, 2013); print media companies must improve the competence of journalists in the era of convergence of mass media so that they are able to produce various high-quality journalistic products; national print media companies must reinforce the issues of locality in the presentation of the contents of print media; orbiting mass media owners to get involved in politics (becoming politicians); print media must be able to meet the needs of the community with innovation and creativity in hardware and software (content) (Supadiyanto, 2013); and multiply the welfare of journalists in Indonesia, especially those who work in print media. If the 11 steps above cannot be done, it is better to take the last salvation path, namely by taking the most extreme step that researchers have to save the print media business, it will immediately end the print edition, and as soon as possible divert to the online or digital media business and social media.

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