



# Implementation of Derap Perwira Magazine Convergence as an Effort to Expand Local News Publication in Purbalingga Regency

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## ABSTRACT

**Keywords**  
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The existence of print mass media is slowly being replaced by digital media. The shift from mainstream media to new internet-based media has brought changes to people's social activities. Derap Perwira Magazine is a mass media product published by the Purbalingga Regency Government. It is recorded that starting in early 2022, Derap Perwira magazine has converged into a digital or online magazine as a form of adaptation in the digital era. The aim of this research is to determine the implementation of the convergence of Derap Perwira magazine as an effort to expand local news publications in Purbalingga Regency.

This research uses qualitative research with an intrinsic case study approach. Qualitative research aims to explore problems or situations to obtain complex and realistic information. An intrinsic case study is used because in this research the author does not compare the research object with other research objects.

The research results show that Derap Perwira, which is a print magazine, carries out media convergence by utilizing its online portal [www.banggamacapat.purbalinggakab.go.id](http://www.banggamacapat.purbalinggakab.go.id) as a publication medium. Derap Perwira adopts three convergence models, namely newsroom, newsgathering and content. The implementation of media convergence carried out by Derap Perwira can be seen by looking at the level of media convergence participation. Based on the five aspects studied including cross promotion, cloning, coopetition, content sharing and full convergence, it is known that Derap Perwira utilizes digital media with the aim of expanding local news publications in Purbalingga Regency.

## 1. Introduction

The existence of technology plays a big role in human daily life activities. In following these developments, humans really need to adapt in order to improve their quality in an increasingly advanced era. In the modern era like now, humans are required to utilize technology to adapt to digital life activities. (Sari, 2020) The developments that occur in mass media in the digital era cannot be separated from the support of increasingly sophisticated information and communication technology. The existence of print mass media is slowly being replaced by digital media. This is also supported by digital devices that offer speed in publishing information. The use of digital media (internet) increasingly complements human needs regarding access to information and

entertainment. The internet has enormous power to combine various previous mass media products, such as newspapers, magazines, radio and television. Internet media has become a convergent media that fulfills human needs easily, cheaply, quickly and efficiently.(Halik, 2013)

Convergence is the process of combining three elements in the media industry, including computing and information technology, communication networks, and information content and digital media. This is different from the development of conventional media which only experiences changes in form, the development of the latest media with the support of digital technology allows users to download various types of media content. Digital media outperforms conventional forms of media content because it is able to collaborate and combine data, text, sound and images. These changes require media industries to adapt, both in terms of products, information distribution, work processes, and business strategies.(Pratopo & Kusajibrata, 2018)

New media is a familiar term used for various forms of mass media based on information and communication technology. New media with these characteristics is the internet.(Gumelar, 2011) With the existence of new media, the audience reach which was initially limited can become wider. Apart from that, the audience, which was initially passive as a connoisseur of information, can now play an active role in providing opinions regarding the information received.(Lestary, n.d.) The shift from mainstream media to new internet-based media has brought changes to people's social activities. Digital culture among millennials can be seen from their lifestyle, especially when consuming information and technology. The millennial generation is already part of the information technology society. That events that are physically close to them are not necessarily important, but on the contrary events that are far from them and connected using new media actually become the most important part.(Melissa, 2010)

Derap Perwira Magazine is one of the mass media products published by the Purbalingga Regency Government through Regent Decree No. 481.1/87/2004 on May 5 2004 as a medium for information and aspirations of the Purbalingga community. Its publication is protected by the Regent and Deputy Regent of Purbalingga and under the guidance of the Regional Secretary of Purbalingga Regency, the Assistant for Economics and Development, and the Head of the Communications and Information Service.(Dinkominfo Purbalingga, 2022) Since its founding in 2004, until December 2021 the editorial team of Derap Perwira has published 123 editions in print. The arrival of the COVID-19 pandemic caused problems in the production and distribution of news in Derap Perwira magazine. The COVID-19 pandemic that has occurred in the last two years has had many impacts on various aspects of life. Limiting direct interactions means that people's socializing processes occur more frequently within the network. Various sectors affected by the pandemic continue to innovate to adapt to the situation so they can survive and develop. The use of digital technology in networks is one of the breakthroughs that has been taken by many sectors affected by the pandemic.(Lathifah & Ismandianto, 2021)

Limited interaction during the pandemic made Derap Perwira innovate by utilizing digital technology and social media Instagram Dinkominfo Purbalingga @dinkominfopbg. Innovation in the use of digital technology and internet-based social media was chosen as a form of adaptation to the progress of the digital era. Apart from that, the use of technology and digital media by Derap Perwira also aims to expand local news publications in Purbalingga Regency which were previously limited. It is recorded that starting in early 2022, Derap Perwira magazine will converge from a print magazine to a digital or online magazine. Thus, the author chose Derap Perwira magazine to find out the implementation of the use of new media in media convergence practices as an effort to expand local news publications in Purbalingga Regency.

## 2. Method

This research uses qualitative research with an intrinsic case study approach. Qualitative research aims to explore problems or situations to obtain complex and realistic information. Using a case study approach due to the characteristics of this research aims to explore in depth the media convergence process that occurred in the Derap Perwira magazine in expanding local news

publications in Purbalingga Regency. Intrinsic case studies are used because in this research the author does not compare research objects with other research objects.(Wahyuningsih, 2013) Researchers also use a critical paradigm in this research. The critical research that the author uses is from a digital culture perspective.

Data collection for this research was carried out by interviewing the editorial team of Derap Perwira magazine who were employees in the Information and Public Communication sector at the Purbalingga Regency Communication and Informatics Service. In this research, researchers used data collection methods using interview and observation techniques. Interviews were conducted in a participatory manner by researchers with the person in charge, editor-in-chief, editors and reporters of Derap Perwira magazine face to face or via digital devices. The observation carried out by the researcher was a type of participatory observation, namely direct observation related to the research object, the focus was on recording activities at the research location.(Suwendra, 2018)

The field data that has been collected is then analyzed using the Miles and Heuberman model analysis. This analysis model has three stages including data reduction. Data reduction is a form of analysis that sharpens, sorts, directs, eliminates unnecessary data, and groups data. so that final conclusions can be drawn. The next stage is data presentation, which is an activity of compiling information, thereby providing the possibility of drawing conclusions. The final stage is drawing conclusions. Drawing conclusions is carried out by researchers by means of generalization. Researchers draw conclusions continuously while at the research location based on data information obtained during the research.(Ferdiansyah, 2015)

To test the validity of the data, the author used the Triangulation validation technique. Triangulation is a technique for testing the validity of data by re-examining data from various sources in various ways to obtain more accurate data. Triangulation includes three things, namely source triangulation, technique triangulation, and time triangulation. In this study, researchers used source triangulation, namely checking data from interviews and observations obtained from sources to test the credibility of the data.(Alfansyur & Mariyani, 2020) Researchers will analyze further to separate the same data from data that is different from resource persons to obtain correct information regarding the implementation of the Derap Perwira magazine convergence as an effort to expand local news publications in Purbalingga Regency.

### 3. Result and Discussion



Figure 1. Photo of the Derap Perwira printed magazine

Derap Perwira Magazine is a mass media product managed by an editorial team consisting of employees of the Purbalingga Regency Communication and Information Service (Dinkominfo). Dinkominfo Purbalingga is an agency responsible for processing information within the Purbalingga Regency Government. The Derap Perwira editorial team is part of the Public Information and Communication (IKP) sector. IKP itself is the sector that manages public disclosure at the Purbalingga Dinkominfo, including managing its social media. The Dinkomifo

Purbalingga office is located on Letkol Isdiman street, 17A, Purbalingga. The following is part of the editorial team from Derap Perwira Magazine.

|                    |  |
|--------------------|--|
| General Leadership | : Dra. Jiah Palupi Twihantarti, M.M.   |
| Chief Editor       | : Sapto Suhardiyo S, STP.ST.   |
| Editor             | : Febrian Prabawa Hakim<br>Lejar Hatininggar<br>Riyang Herlambang                                  |
| Reporter           | : Dian Haria Sena<br>Lalang P. Utama<br>M. Setyo Adhi Nugroho<br>Mulya Gintadikara                 |
| Layout             | : Dwi Lingga Yanotama<br>M. Setyo Adhi Nugroho<br>Mulya Gintadikara<br>Sulistyoning Wahyu Tyastuti |

Through Regent's Decree no. 481.1/87/2004 on May 5 2004 Derap Perwira was first published as a medium for information and aspirations of the Purbalingga community. In its publication, Derap Perwira is protected by the Regent and Deputy Regent of Purbalingga and under the guidance of the Regional Secretary of Purbalingga Regency, the Assistant for Economics and Development, and the Head of the Communications and Information Service. Since its founding in 2004 Derap Perwira has successfully published 123 editions in print form. Each print edition is published over a period of one month and is printed in a limited number of 1000 copies which are only distributed among district government employees and are not sold. Derap Perwira Magazine presents a very complete column of information regarding Purbalingga Regency regional government activities. The page sections presented by Derap Perwira include, Main Report, Special Report, Opinion, Innovation, Tourism, People's Voice, Education, Economy, Government, Achievement, Agriculture, Culture, Health, Camera Lens, Sports, Religion, Social, and Ngapak Stories.

Entering 2022, Derap Perwira is planning to carry out media convergence, from initially being a print magazine to becoming a digital magazine. Initially, convergence was carried out as a form of innovation in dealing with the COVID-19 pandemic which limited space for movement and social interaction. This is also done as a form of adjustment to technological developments in the digital era. Apart from that, the media convergence carried out by Derap Perwira aims to expand local news publications in Purbalingga Regency by utilizing internet technology which has a very wide reach. In publishing the digital magazine, the officer's march does not involve third parties. Even though it is still not for sale, the digital magazine for officers' marches can be accessed by the general public for free with internet access. The use of social media Instagram @dinkomunfopbg and internal groups of Dinkominfo Purbalingga employees was also carried out to facilitate the promotion of the publication of the Derap Perwira digital magazine, considering that in the current era social media is one of the main tools for exchanging information.

It is recorded that starting July 2022, Derap Perwira has published a magazine in digital form which is consistently published once a month. e-Derap Perwira can be accessed via the portal [www.banggamacapat.purbalinggakab.go.id.](http://www.banggamacapat.purbalinggakab.go.id.), as of this writing e-Derap Perwira has published its 135th edition.



Figure 2. Cover of digital magazine Derap Perwira editions 127, 128, and 129

### 3.1. Derap Perwira Magazine Convergence

Convergence according to Henry Jenkins in (Derviana & Fitriawan, 2020) is a word that describes industrial, technological, social and cultural changes in the media's efforts to blend with our culture. Some general meanings that refer to this term include types of content on various media platforms, collaboration between media industries, exploration of new media financing arrangements, all of which exist between old and new media. In simple terms, convergence can be understood as the combination of various forms of traditional media (old media) with new media (new media) based on computers and the internet, giving birth to media with new formats, structures and cultures. (Gushevinalti et al., 2020)

Since its founding in 2004, Derap Perwira has been a print-based magazine. Even though it is print-based, Derap Perwira actually already has social media accounts and a website, they just haven't used them optimally. The arrival of the COVID-19 pandemic in Indonesia caused several media industries to experience various obstacles in the news production process, one of which was affected was Derap Perwira. Limited interaction meant that Derap Perwira experienced delays in news production and distribution. Entering 2022, Derap Perwira is trying to converge into a digital magazine to adapt to the pandemic, by utilizing its website and social media accounts. The use of the Derap Perwira website and social media accounts also aims to expand news publications which were previously limited to the printed version.

According to Grant in the book Understanding Media Convergence, there are three convergence models, namely news room convergence, news gathering convergence, and content convergence. (Rahayu, 2021) The following is the convergence model used by Derap Perwira Magazine in carrying out media convergence.

#### 1. Newsroom Convergence

This convergence model means different journalists gather in one news production space. They carry out tasks according to their media platform. In the news production process, Derap Perwira magazine, both print and digital, has the same news production space, namely the Information and Public Communication sector of the Purbalingga Dinkominfo. The difference found was that in the process of publishing the Derap Perwira magazine, it was printed in collaboration with a third party in printing matters, whereas after convergence the publication was carried out independently by the editorial team via the portal [www.banggamacapat.purbalinggakab.go.id](http://www.banggamacapat.purbalinggakab.go.id).

*"For coordination, we don't experience any difficulties because we already have one house, we already have one area at Dinkominfo, especially in the field of Information and Public Communication. The management of Derap Perwira, whether conventional or printed, online or other media, is now carried out in a massive way and all personnel within the Dinkominfo Purbalingga can provide suggestions on how technical things will be published, starting from layout, content, themes, in the following months. The following month we will discuss it together even though the final execution or final decision remains with the leadership. In the past, before we converged or we switched to digital, we did involve third parties, in this case printing, but in*

*terms of design and content, we were purely from the Dinkominfo. After convergence, we purely do everything from Dinkominfo or from the IKP sector starting from formulating what we want to convey in that month or next month and technical matters which may be small, have been conveyed at IKP because our human resources are already increase too."*

(Lalang Pradistia Utama, Journalist and Reporter for Derap Perwira, 06/03/2023)

According to Lalang Pradistia Utama as a journalist and reporter, apart from interacting directly in one room, to support field coordination the editorial team also utilizes the internal WhatsApp social media group. Each individual has duties and responsibilities according to the position they hold. All personnel in the team are allowed to provide technical suggestions about what will be published, starting from layout, content, themes, in the following months which will later be discussed together, although the final execution or decision remains with the leadership. Sapto Suhardiyo as editor-in-chief also added that each staff at Public Communication Information already knows their duties, the division of tasks has been carried out carefully so that in the production process the news will be published when it is truly feasible.

## 2. Newsgathering Convergence

In implementing this model, a journalist is required to be able to achieve multitasking levels. Through special training or training, a journalist is required to be able to carry out work carried out by the media, such as photos and videos. Sapto said that since the production of print magazines until now has shifted to digital, the collection of news that will become a magazine has been entirely carried out by journalists and reporters from the Derap Perwira editorial team. However, it does not rule out the possibility that in the future the news could also involve journalists from outside if necessary.

*"While we are still using journalists from the IKP sector, we do not rule out the possibility of drawing from other media friends related to reporting in Purbalingga Regency."*

(Sapto Suhardiyo, Chief Editor of Derap Perwira, 06/03/2023)

## 3. Content Convergence

The final news is presented in the form of a digital magazine release, which is a combination of text and images. The publications used are websites and social media as a forum for content promotion. The use of websites and social media has a big influence on the wide reach of news content distribution. Before the magazine is published in full in digital form, the editorial team always promotes parts of the magazine via social media in the form of flyers. Every news flyer only has two photos which are then captioned, if you want more depth then use the magazine one. You could say that Instagram is a promotion as well as a shorter form of information dissemination, said Sapto in an interview.

*"Before the full release, we released small parts in the form of flyers via social media Instagram, we only conveyed important information there. For each news flyer there are only two photos which are then given a caption, if you want to read more fully then use the magazine one. "You could say that Instagram is a promotion as well as a shorter form of information dissemination." (Sapto Suhardiyo, Chief Editor of Derap Perwira, 06/03/2023)*



Figure 3. Screenshot of promotional uploads for Derap Perwira magazine on the Instagram account @dinkominfobg

### 3.2. Level of Convergence Participation in Derap Perwira Magazine

The implementation of convergence in a media can be seen from the extent of the level of convergence participation. Dailey, Demo, and Spillman define five stages of activity in convergence based on the level of participation, which is better known as the convergence continuum. (Rahayu, 2021) These five stages include Cross-Promotion, Cloning, Coopetition, Content Sharing, and Full Convergence. Quoting from (Zulhazmi, 2020) this model is widely used, especially in relation to the news convergence process carried out in newsroom organizations.

#### 1) Cross-Promotion

Cross-Promotion is a stage of cooperation between two media to provide each other with space to introduce each other's media content. Between the two collaborating media, they use advertising, words and visual elements with the aim of promoting partner media content, including displaying their logos. In cross promotion there is usually a shared interest or news in it. Regarding cross promotion, according to Lalang, cross promotion is usually through the Dinkominfo first, because Derap Perwira is under the auspices of the Purbalingga Dinkominfo. Dinkominfo does have the main task of disseminating information, so when other Regional Apparatus Organizations (OPD) need other, broader information, they talk to us. Apart from that, the Dinkominfo media management team and the Derap Perwira editorial team are the same people.

*"For cross promotion, of course we have to talk to the Dinkominfo first. Dinkominfo does have the main task of disseminating information, so when other OPDs need other, broader information, they talk to us. "We see that the president is good for the availability and dissemination of information about government in Purbalingga Regency."*

(Lalang Pradistia Utama, Journalist and Reporter for Derap Perwira, 06/03/2023)

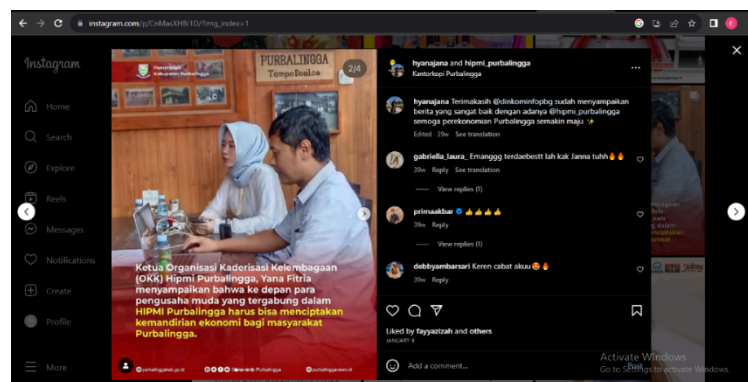


Figure 4. Screenshot of re-uploading Instagram content @dinkominfopbg by @hipmi\_purbalingga

## 2) Cloning

Cloning is the stage when media content is reproduced to be published on other media platforms. This means that one media displays news content from another media's newsroom as it is without changes. At this stage, Derap officers in its promotion via social media Instagram @dinkominfopbg only displays the cover and part of the contents of the magazine, while the full version can be accessed via the website [www.banggamacapat.purbalinggakab.go.id](http://www.banggamacapat.purbalinggakab.go.id). Sapto explained that the convergence was carried out using websites and WhatsApp groups, so that previously only 1,000 people might print, now people can access more than 1,000. This is proven by the number of people accessing the Derap Perwira magazine through the website portal. In the July 2023 issue of Derap Perwira, it was recorded that it had been visited more than 1000 times.

*"The convergence is carried out using the website, apart from that we also share it on social media. So, previously only 1000 might be printed, now people can access more than 1000 because they are entered on the website and we also upload them on Instagram."*

(Sapto Suhardiyo, Chief Editor of Derap Perwira, 06/03/2023)

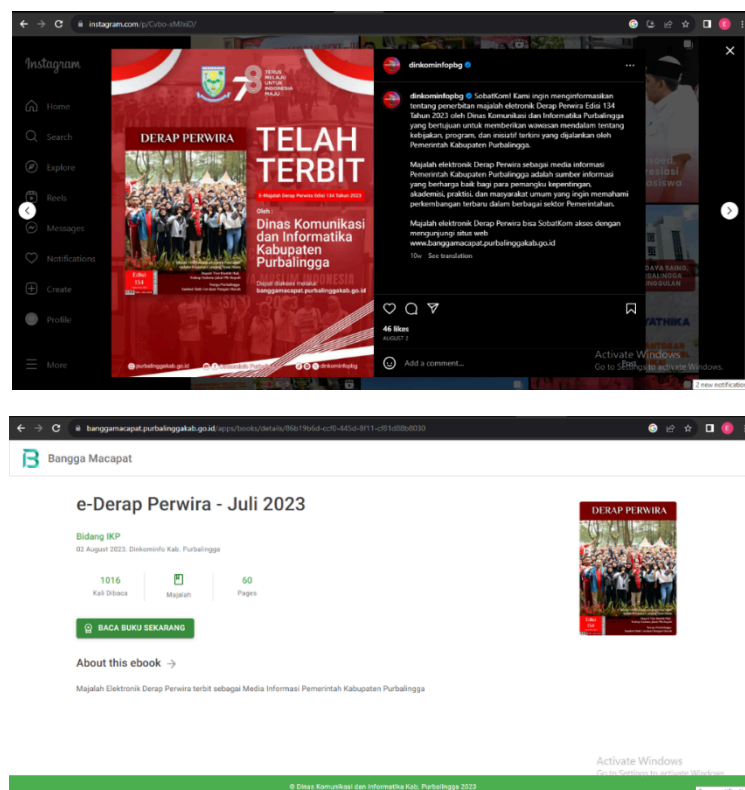


Figure 5. Screenshots of the upload from the Instagram account @dinkominfopbg and the website [www.banggamacapat.purbalinggakab.go.id](http://www.banggamacapat.purbalinggakab.go.id).

## 3) Coopetition

Coopetition is the stage when converged media entities cooperate and compete with each other at the same time. In this case, there is an exchange of knowledge between the two different media who work together, collaborating with each other in news production and promotional activities, but the production of news content is still carried out independently in separate newsrooms, usually carried out by media in different newsrooms but still in one the same media



group. From the research carried out, at this stage the editorial team of Derap Perwira, which is under the auspices of Dinkominfo Purbalingga, often creates uploaded content in other fields which have different newsrooms and has its own content, for example with Radio Gema Sudirman which is also under the auspices of Dinkominfo Purbalingga.

*"So banggamacapat.purbalinggakab.go.id used to be a transfer domain from purbalingganews.id which used to be managed by the public relations section of the regional secretariat around 2014. Specifically for purbalingganews.id, it used to be managed by the regional secretary's public relations section starting in 2014. Then in 2017 it started to be managed by Dinkominfo because previously public relations and Dinkominfo were one, namely the field of public relations and IKP. So the difference may be the management system and the usefulness system or coverage system."*

(Lalang Pradistia Utama, Journalist and Reporter Derap Perwira, 06/03/2023)



Figure 6. Screenshot of the upload from the Instagram account @dinkominfo\_pbg which tags @radiogemasoedirman

#### 4) Content Sharing

Content sharing is a stage that allows two different media to share content in the form of repackaging or even sharing budgeting. Media convergence in this stage is mostly carried out by media that are under one ownership. In the content sharing stage, regular meetings and gatherings are held between collaborating media to collect themes and issues that will be raised in their respective media and content that will be distributed in their respective media. For example, at this stage the Derap Perwira editorial team consisting of employees in the Information and Public Communication sector under the auspices of Dinkominfo is often involved in sharing content with other Regional Apparatus Organizations that are members of the Regional Leadership Coordination Forum (FORKOPIMDA) such as the Resort Police Traffic Unit (SATLANTAS POLRES) Purbalingga, both of which are under the district government.

*"We can share the information that we need to convey so that the public can know. "We are synergizing with other regional organizations such as health, district government public relations, police public relations, and so on."*

(Sapto Suhardiyo, Chief Editor of Derap Perwira, 06/03/2023)

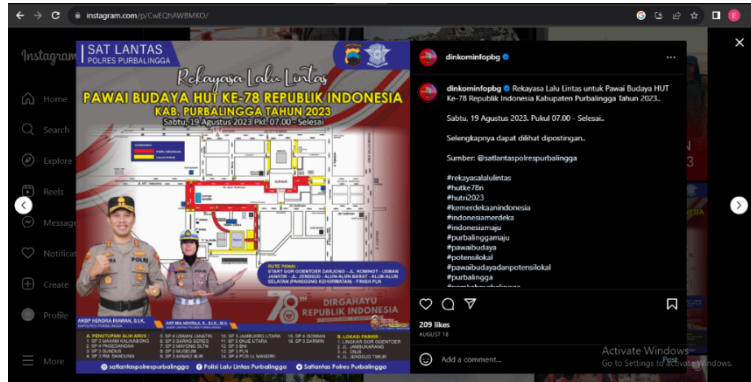


Figure 7. Screenshot of the upload from the Instagram account @dinkominfopbg which tags @satlantasprespurbalingga

### 5) Full Convergence

Full convergence is the stage when different media collaborate fully, both in terms of collecting, producing and distributing content. And aims to maximize the unique characteristics of each media to convey content. In the full convergence stage, collaborating media produce content and topics collaboratively by utilizing the strengths of their respective media platforms. This full convergence stage is rarely implemented in various media groups. In this stage, basically the news content in a media will be duplicated and repackaged so that it can be included or broadcast in other media. This is considered beneficial for media companies, because of the efficiency of energy, costs, time, and media integration. In Derap Perwira magazine there was also no full convergence stage because the content presented was purely managed by the editorial team. Apart from that, the release of magazines, both print and digital, is not for profit because they are not for sale.

## 4. Conclusion

Based on the results of the research and discussion, it can be concluded that the innovation of mass media convergence to digital media carried out by Derap Perwira is a form of adaptation in the digital era by utilizing internet technology and social media. Derap Perwira has good editorial coordination which adopts three convergence models, namely newsroom, newsgathering and content. The implementation of media convergence carried out by Derap Perwira can be seen by looking at the level of media convergence participation. Based on the five aspects studied including cross promotion, cloning, coepetition, content sharing and full convergence, it is known that Derap Perwira utilizes digital media with the aim of expanding local news publications in Purbalingga Regency. Careful content processing and the presentation of very diverse rubrics also have an influence on attracting the interest of readers from various lines. The involvement of different media in disseminating information provides good synergy in expanding news publications.

Research on media convergence is a broad research area. Journalism and new media are very dynamic fields of study and will continue to develop from time to time. There are still wide opportunities to conduct further research to perfect this research. This research is still limited to one media, while in Indonesia there are still many media that can be used as research objects.

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