Exploring the Different Opportunities For Information Diversity in the Digital Disruption Era

Feri Ferdinan Alamsyah[1]
Department of Communication Science, Pakuan University feriferdinan@unpak.ac.id

Dian Wardiana Sjuchro[2]
Department of Journalistic, Padjadjaran University
d.wardiana@unpad.ac.id

Siti Karlinah[3]
Department of Journalistic, Padjadjaran University
siti.karlinah@unpad.ac.id

Herlina Agustin[4]
Department of Journalistic, Padjadjaran University
h.agustin@unpad.ac.id

Abstract

The mainstream mass media have "power" over the exchange of information, with the potential to be a center for social change in the community. However, social media has emerged as a new force, which is considered to rival the mainstream mass media. This assumption is marked by a shift in people's habits related to using information technology. They are starting to use mobile phones as an alternative technology in accessing information. Furthermore, mobile phones have high flexibility and accommodate social media and other platforms. Therefore, this study aims to examine the existence of local television in Indonesia, which is experiencing the process of migrating broadcast systems from analog to digital and adaptation to other contexts as mentioned in media convergence. The purpose of this paper is to describe the potential diversity information during the penetration of the digital world very large. A study approach, which focuses on the information exchange in the mainstream mass media was used. This study using the social changes of Gerhard Lenski. Lenski, analysis provides three components, continuity, innovation, and extinction. Furthermore, secondary data that reviewed research results and journals were also used. The results showed that the emergence of social media provides a new alternative to society as a source of information that can "balance" the mainstream media power. It provides options for the public in making decisions regarding the correctness of information.

Introduction

Similar to print mass media, it has been predicted that conventional broadcasting will disappear in the future. Some survived because of several other businesses outside the print mass media, or have switched the format to online. The main cause of the "dimming" on the printed mass media is a shift in accessing information from readers that were previously accustomed to printed form, then gradually shifted to digital. In some cases, journalism adapted to features in digital facilities as social media. (Laor & Galily, 2020) During its heyday, the mass media almost played a major role in society changes. Mainstream mass media, especially television stations, have a big influence in driving public opinion. In some cases, this great potential is misused, for example during the election process in Indonesia, several politicians or vice versa turn the mass media into a tool to obtain votes, and this means, it takes sides with certain interests. (Alamsyah, 2017). The mainstream media seems to hegemony in the information exchange on society, and it becomes the "selector" of messages to be conveyed to the public. Therefore, the mainstream mass media have "power" over the information exchange, with the potential to be central to social transformation in the community. The Field Coordinator in the broadcasting structures and systems management (PS2P) of the Central Indonesian Broadcasting Commission, stated that television's dominance has been rivaled by other media, including smartphones. Moreover, the advertising industry did not grow, while there were more broadcast agencies. Following this statement, it can be concluded that viewers in the broadcasting world have increasingly switched their mediums. In the article published in 2017, it was reported that with the advent of many new media in the digital age, the advertising sector, which supports the television industry, has also started to stagnate. This means that the main source of operational financing for broadcasting is decreasing, and the revenues of mass media, television, and radio are certainly on the decline.The smartphones and tablets' popularity today has overtaken the television industry. Furthermore, some television and radio industries have opened channels that can be accessed through an internet by using a smartphone or tablet. In Taiwan, digital television customers are superior to conventional television customers. (Katherine Chen, 2019). The level of community satisfaction in the digital world is relatively high, (Prata & Oliveira, 2015). Besides opening channels, television programs are also often uploaded on social media, therefore the viewers can access their favorite programs through it. Therefore, articles it tries to to explain penetration media potential new in the context of the dissemination of information

Method

To understand the reality, this research apporaching by the theory of social changes referring to non-evolution theory of Gerhard Lenski. Lenski suggested that human societies develop following the natural environment and social change. The statement pertaining to the development of technology changes in people who also brought the, of the era of hunting and gathering to post-industrialism. In this article, the community be seen in the context of post-industrialsm. The post industrial society characterized production activities to yield information that is made possible by the computer technology, the public was focused on management and the manipulation of information, whose production relies on computers and other electronic equipment. (Lenski, 2015) The concept of lenski in the context of social change refer to three key concepts, namely, continuity, innovation, and extinction. Continuity refers to the fact that although they change but have not changed elements in it. Innovation is about new ideas of the process of cultural diffusion, another and in this case whether people accept it. And extinction is the disappearance of cultures and society itself.

Figure 1. Conceptual Framework
Source: (Lenski, 2015)

To conclude, the study used secondary data, such as documents, legislation, reports, statistical data, literature studies, and others. (Mytton, Diem, & van Dam, 2018). The data were further analyzed according to the desk study tradition. Hence data collection method based on observations, interview, (Mulyana & Solatun, 2013) and the literature study. (Moleong, 2017) Interview conducted over a method of survey respondents in 107 among milenial across town and district Bogor. Then to furnish, analysis the writer also study literature in the documents as jurnal-jurnal, mass media, and others. Secondary data analysis methods, as a follow-up of existing sets, create interpretations, conclusions, or additional knowledge, which differ from, what has been presented in the previous study, either as a whole or only the main findings. (van Thiel, 2018).

Result and Discussion

In early March 2020, Indonesians were shocked to learn that two people had been exposed to the coronavirus in the Depok region, West Java. Based on mass media reports, this news was first disclosed by the Regional Secretary of Depok City. The information was obtained from an expert staff of the Health Ministry on Sunday night, March 1, 2020. The mayor of Depok, held a press conference on March 2, where it was reported that two citizens had a positive assessment of COVID-19 or coronavirus and still undergoing intensive care at the Sulianti Saroso Infectious Disease Hospital. At the press conference, it was further revealed that around 50 more people were indicated to have contracted the virus. These two people are nurses at Mitra Keluarga Hospital, which was the first to treat a COVID-19 positive patient. The emergence of two corona cases in Indonesia suddenly made Indonesians panic, especially those that live close to the location. The public panic became evident in the increasing number of requests for masks in the market. Furthermore, masks suddenly became difficult to obtain, and several shops stated that their stock was running out. Therefore, it is very expensive and the price has increased upto 10 times on some e-commerce platforms, where 1 box is sold for Rp. 900,000. Due to the above events, it can be seen that the information dissemination is fast, and has a massive impact. Within a short period, or within two to three days after the news, some stocks of related commodities suddenly became difficult to find, and even though it was found, the price had increased many times over. Currently, the information dissemination has indeed become fast, and the digital data development has made information channels for the public to increase rapidly. Therefore, news can be accessed from several channels, both through the mainstream and from alternative media. (Ahmad & Murad, 2020) Mainstream media in 2018 was 47,000 and consist of 2000 print media, 674 radio stations, 523 televisions, and the rest was online. Therefore, it is understandable that the dissemination of information to the public is happening quickly, especially in Indonesia. Besides the mainstream media, many alternative have also emerged as a means of informing the public. Along with the rapid technology development, social media continues to metamorphose itself to become increasingly accepted by the public, and for example, Facebook is always adding features that may appeal to users. From initially providing only text and photo facilities, it has grown to add sharing facilities in the form of audio-visuals. Now, sharing techniques are also being developed by adopting several features from other social media. Users can communicate interactively and directly, moreover, there are many other interesting facilities, such as games, sending gifts, and others. These features make Facebook the most facilitated social media compared to others. In terms of advantages, social media has a greater reach than the mainstream since almost everyone can communicate without being limited by time and space. Provided there is an internet connection, communication can occur through social media. In addition, it allows users to interact with each other directly, and this means that the recipient's response can be received immediately by the communicator. It is different from mainstream media which has almost a one-way interacting function since it is difficult to know the response from communicators. Furthermore, social media characteristics tend to be more personal, while mainstream has institutional functions. From a regulatory perspective, social media has greater flexibility than mainstream. Although the government continues to make efforts to regulate communication systems that accommodate social media activities, even though the users are relatively flexible. Furthermore, the institutional characteristics of the mainstream media also make the information conveyed relatively longer because it should go through several "gatekeeper" stages or mutual agreement within the institution. The convenience offered by the digital data feature makes information dissemination easier and most importantly can be accessed anytime and anywhere, and it greatly affects people's behavior. Based on the data presented (We Are

Social & Hootsuite, 2020), until January 2020, internet, smartphone and active social media users were 4.54 billion or 59%, 5.19 billion or 67%, and 3.80 billion or 49% of the total world population respectively. In the same data, it is also stated that the top five social media widely used by the community, are WhatsApp Messenger, Facebook, Wechat, and Instagram. It is undeniable that society, especially teenagers, uses social media as a means of seeking information, (Aillerie & McNicol, 2018). Meanwhile, in Indonesia, (We Are Social & Hootsuite, 2020), based on the total population of 272.1 million, internet, smartphone, and active social media users were 175.4 million or 64%, 338.2 million or 124%, and 160 million or 59% respectively. Furthermore, the top five most accessed social media are Youtube with 88%, then WhatsApp with 88%, Facebook with 82%, Instagram with 79%, and Twitter with 56%. Active social media users are dominated by people aged 25-34 years old with a male percentage of 20.6% and females at 14.8%. Then, for people aged 18-24 years old with a male percentage at 16.1% and female at 14.2%. In a survey conducted in 2019 on 107 students in Bogor, it was reported that about 86.9% of social media is mostly used to create awareness, and this result showed that information channels are increasing. In the context of mass communication, conventional media consisted of print, electronic, and online forms. All of these media have institutional characteristics or a collective form. Meanwhile, current developments now allow the dissemination of information by people. As on YouTube, which allows account owners to act as institutions. Social media usually contain content in the form of full broadcast or footage that have been displayed on television, and allow the public to enjoy the same program through other channels. Furthermore, some online platforms also have social media accounts and the content is more or less the same by providing links about different news. For example, kompas.com, which always uploads news links to content on Twitter, as well as some social media that offer conversation features such as Line. About 5:00 a.m., one morning, an 18-year-old teenager waked up from sleep. This has become a habit for him every day, therefore he is not late to campus which starts at 07.30 in the morning. When he woke up, the first thing he did was take the cellphone and open some applications. First, open WhatsApp and Line, as well as see some messages that have not been read before. After that, he explored his phone more deeply by opening Instagram and the number of likes was displayed based on the status uploaded last night. Furthermore, he replied to responses from followers, as well as viewed several uploads from accounts, and occasionally gave comments and likes. After Instagram, the next application was Facebook and this social media performs almost the same activities as Instagram. However on Facebook, sometimes he reads the latest news from the mainstream mass media which is linked on the page. With sufficient time, YouTube will also be accessed, to view the artist channel, or to watch television broadcast programs. Once all the social media has been checked, then he continues to the next activity, such as taking a shower. The activity of using cellphones did not stop there since he looked back on WhatsApp, Line, Facebook, and Instagram. Furthermore, he ordered online public transportation on the Gojek application to reach the campus and was accompanied by music on the cellphone while enjoying the trip. Then took some group photo with friends which will be uploaded on several social media. In class, he occasionally opens online stores such as Tokopedia, Bukalapak, and Lazada to see musical instruments. After school hours, the next activity is hanging out or spending time with friends around campus until 05.00 pm. Also, the trip back home is through online transportation, ordered through the phone. Even after arriving home, the activities with the phone are not over yet, and luckily the parents provide wi-fi facilities to cover the quota or data packages. After Magrib prayer, while having dinner, the choice of application to run is Youtube. More or less, the activities performed are relatively the same, namely, watching idol vloggers, viewing television shows, seeing musical equipment reviews, and occasionally seeing TV news. Sometimes, he looked back at Whatsapp and Line to view several messages as well as other social media until bedtime. When these activities accumulate on average in a day, the cell phone is said to be checked every 15 to 20 minutes. Nowadays, it is no exaggeration to assume that urban people have certain addictions to smartphones or cellphones. Based on a survey by the IDN Research Institute and Center (Institute, 2019), it was explained that millennial juniors aged 20-27 years old access the internet as much as 45%, through cellphones or personal computers. Meanwhile, there are 49% of millennial seniors aged 28-35 years old. The survey also shows that 79.5% of millennials update their status between 2 and 5 times per day. Therefore millennials cannot stay away from cellphones almost all the time. The number of Internet users in Indonesia increased by 10.12%, and as of April 2019, around 64.8%, or 171.17 million people of the total population were connected to the online networks (APJII, 2017). Based on this number, most of the users that have access to cyberspace are people between the ages of 15 and 19. In many formal and informal situations, cyber activity

has permeated many aspects and areas. There are many examples where various needs can be achieved through cell phones, such as in informal activities, including applications that offer games, sports, the latest recipes, social media, and others. During formal activities such as banking, cell phones provide alternative transactions without having to come to the bank and flexibility for customers to do business anywhere and anytime. Furthermore, related to companies in terms of looking for workers, it also can be conducted online. For several initial stages, the applicants can provide a job application letter and other necessary conditions by accessing the official website of the company. Paying taxes, social security, registering for hospital queues or schools, buying as well as selling transactions, and others can also be performed online. It seems that the phrase "the world is in your hands" has now become a reality. At a certain level, online facilities are considered to have greatly influenced human life by turning the virtual world into something real (Marchant et al., 2017). The rapid increase in the use of social media is due to the following, (1) it provides more interactive features than mainstream media, (2) it provides a variety of uses according to user segments, and can, therefore, reach a wider audience, (3) it has independent regulations, and allows government intervention to regulate the information circulation, (4) it gives users the flexibility to become communicators because of its interactive nature, (5) the trust in mainstream media is decreasing. (Alamsyah, Amaliasari, & Satriani, 2018) Based on the above facts, it can be concluded that mainstream media now have very strong competitors. Even though the trust level is still low, the existence of social media indirectly changes the audience's habits in accessing information. These media are not the only source of information accessible to the public. Furthermore, it provides another alternative in receiving information from social media. Sometimes the mainstream quickly loses ground with social media for delivering information. For example, a tornado incident in Bogor City, West Java on Thursday afternoon, December 6, 2018, which was accompanied by heavy rainfall hit several areas and damaged dozens of houses as well as killing one victim. A few minutes after the incident, information, amateur photos, and videos spread on social media. When the incident was still ongoing and the rain was still heavy, the residents of Bogor City in different areas immediately discussed it while being alert in case of further occurrence. They continue to monitor it via social media, and the information began to spread on Whatsapp. The speed of information dissemination is quite high because everyone that receives an incident message from one group will generally spread it back to another. It is no surprise that everyone in Bogor knew about the incident within a second. After nearly three hours later, and the rain stopped, the incident finally appeared on the television mass media. On several occasions, the source of mainstream news has been pulled multiple times from social media. As stated in the headline "The contents of SBY's tweets on Twitter after being insinuated do not help Prabowo-Sandi's campaign" in the mass media Tribunnews.com which was published on Thursday, November 15, 2018. The main source of News about Bogor Mayor Bima Arya's recovery from COVID-19 is social media. The greatness of social media has also inspired President Jokowi to use it as an effective medium of communication. For the need to reduce the impact of the corona outbreak issue or COVID-19 on the tourism world, the president dared to budget a fee of Rp. 72 billion for well-known or influential figures that are active on social media known as influencers or Buzzers. These buzzers will amplify several destinations which are expected to invite foreign tourists for vacation. This means that the President also views the great potential of social media as a means of disseminating information. Economically, several companies have turned to social media in promoting their products to the public. This means social media has become one of the high potential channels as a medium of connecting producers with consumers. A number of celebrities began to flock in social media, and even formed a special as well as a professional team to manage their publications. For example, the famous married couple Raffi Ahmad and Nagita Slavina formed the Rans Entertainment channel on YouTube. Also, Irfan Hakim formed the DeHakims channel on YouTube, and many people have become celebrities because of this platform. Active YouTube users work professionally and earn money as content filler. Atta Halilintar, for example, has been dedicated to uploading content on YouTube, and the

channel has more than 20 million subscribers across Asia. The opportunity for industry encourages other innovative people to take part in filling YouTube. Therefore, the network of social media is built between producers and customers and the result is that YouTube is packed with very diverse insightful shows. In addition, several television station programs also have accounts on YouTube. Their channels are filled with footage of programs that have been broadcasted on television, some even upload full shows. These television stations have a link, and the audience can enjoy shows that have not been watched on television. (Khan, 2017) Based on these examples, social media already has a certain place in society even though until now the mainstream still plays a dominant role in the context of information. This means that for the trust level, it has higher credibility than social media. However, social media has succeeded in providing new channels that are accessible to the public, and also have new options used as alternative channels for accessing information. Furthermore, it provides different perspectives beyond the mainstream media, where the information has its own "agenda-setting". In this case, the democratizing
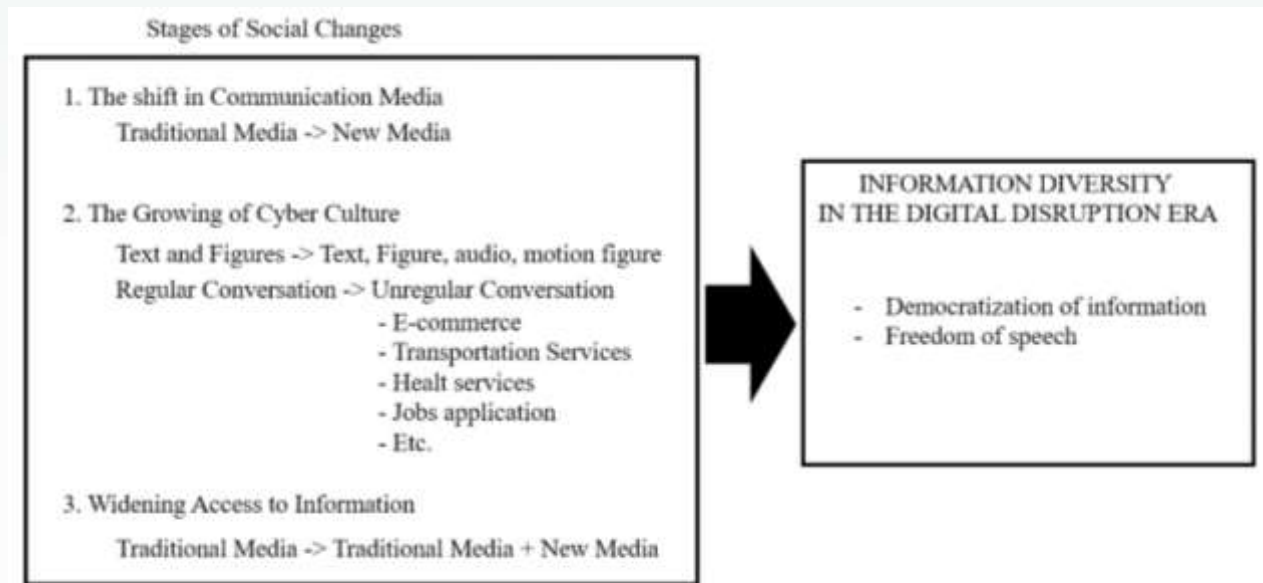

Figure 2. model of stages of information access
Source. Research Findings, 2020

information concept for society can be created (Hemsley, Jacobson, Gruzd, & Mai, 2018). Therefore, the hegemony of mainstream begins to collapse, amidst the social media invasion of society, and it will be difficult to shape public opinion according to their expectations. This means information diversity will arise when channels become very many. Meanwhile, people can choose information channels and have opinions consciously and according to their beliefs. It is no longer directed as in the heyday of mainstream media, which creates hegemony of information era and tends to monopolize messages.

Conclusion

Based on data analysis, it can be concluded that social media appearances represent an alternative to human channels in communication and access to information sources. Furthermore, the negative effects arising from the use of social media are large, such as the credibility level of information, which tends to be weak. The positive impact is also great, such as, when the users are massive and interconnected, the spread of information on social media is faster compared to the mainstream. Unlike the mainstream which tends to be one-way, social media has a two-way pattern of communication which makes this medium very interactive. From an economic point of view, social media can give hope to users to earn a lucrative professional income. Therefore, it is relatively more attractive to the public, and even several programs shown on TV as symbols of mainstream media fill the content. Referring to the theory of social changes of, lenski the reality has presented shows that the public was included in a category post-industrialism, the community is very familiar with the exchange of information. The economic and social politics and life generally influenced not only energy, but the exchange of information. Social changes can

be reviewed from three components of lenski, as continuity, innovation, and extinction. On the continuity, or the thing still attached at society itself was a necessity to information, that is how people still perceive that information is very important in supporting the main needs. While on the innovation, is on the development of access to information. Currently, the community will not only get information from sources of information conventional as, newspaper, radio and television. Social media at the moment, have a significant role in the exchange of information in the context of massive. Social media are the new innovations as a medium for exchanging information in human culture. In aspect of extinction, Some companies of traditional mass media are closed because of the community in access information then gradually change to better and modern innovation. The positive impact on society is the addition of information sources that will compensate with mainstream media. Therefore, it is no longer the dominant former of public opinion. During the heyday, the power was sometimes misused by certain interests. Information circulating on social media provides options for the public to be taken into consideration in deciding to agree or disagree with the correctness of information.

Limitations and Study Forward

The limitation of this study lies in the secondary data used, which was obtained from existing sources, such as research results and journals. Therefore, the description of the phenomenon is limited to the interpretation of these reference sources. This is different from using primary data, which was used to conclude. Furthermore, this study focuses on the existence of television stations during the migration of broadcast systems from analog to digital. However, the decline in existence was also influenced by the growth in mobile phones and social media use. Also, studies are very aware of the weakness in reviewing this issue since the reality presented is still shallow. Based on these weaknesses, this study suggests to quantitatively examine the potential of social media as an alternative that can compete with the conventional method in the context of information diversity.

Acknowledgements

References

Ahmad, A. R., & Murad, H. R. (2020). The impact of social media on panic during the COVID-19 pandemic in iraqi kurdistan: Online questionnaire study. *Journal of Medical Internet Research*. https://doi.org/10.2196/19556

Aillerie, K., & McNicol, S. (2018). Are social networking sites information sources? Informational purposes of high-school students in using SNSs. *Journal of Librarianship and Information Science*. https://doi.org/10.1177/0961000616631612

Alamsyah, F. F. (2017). *Imbangi Hegemoni Jurnalisme Mainstream Melalui*. *1*(13), 21–29.

Alamsyah, F. F., Amaliasari, D., & Satriani, I. (2018). Relasi Tingkat Kepercayaan Khalayak Terhadap Pemberitaan di Media Massa dengan Budaya Membandingkan Informasi. *Jurnal Komunikasi*. https://doi.org/10.24912/jk.v10i2.2127

APJII. (2017). Infografis Penetrasi & Perilaku Pengguna Internet Indonesia. In *Teknopreuner*.

Hemsley, J., Jacobson, J., Gruzd, A., & Mai, P. (2018). Social Media for Social Good or Evil: An Introduction. *Social Media and Society*. https://doi.org/10.1177/2056305118786719

Institute, I. R. (2019). Indonesia Millennial Report 2019. *IDN Research Institute*.

Katherine Chen, Y. N. (2019). Competitions between OTT TV platforms and traditional television in Taiwan: A Niche analysis. *Telecommunications Policy*. https://doi.org/10.1016/j.telpol.2018.10.006

Khan, M. L. (2017). Social media engagement: What motivates user participation and consumption on YouTube? *Computers in Human Behavior*. https://doi.org/10.1016/j.chb.2016.09.024

Laor, T., & Galily, Y. (2020). Offline VS online: Attitude and behavior of journalists in social media era. *Technology in Society*. https://doi.org/10.1016/j.techsoc.2020.101239

Lenski, G. (2015). Ecologicalevolutionary theory: Principles and applications. In *Ecological-*

Evolutionary Theory: Principles and Applications. https://doi.org/10.4324/9781315635057

Marchant, A., Hawton, K., Stewart, A., Montgomery, P., Singaravelu, V., Lloyd, K., … John, A. (2017). A systematic review of the relationship between internet use, self-harm and suicidal behaviour in young people: The good, the bad and the unknown. *PLoS ONE*. https://doi.org/10.1371/journal.pone.0181722

Moleong, L. J. (2017). Metodologi Penelitian Kualitatif (Edisi Revisi). In *PT. Remaja Rosda Karya*.

Mulyana, D., & Solatun. (2013). *Metode penelitian komunikasi: Contoh-contoh penelitian kualitatif dengan pendekatan praktis*. Bandung: Remaja Rosdakarya.

Mytton, G., Diem, P., & van Dam, P. H. (2018). Desk Research. In *Media Audience Research: A Guide for Professionals*. https://doi.org/10.4135/9789353280178.n9

Prata, W., & Oliveira, J. (2015). Preferences and Concerns Regarding Mobile Digital TV in Brazil. *Procedia Manufacturing*. https://doi.org/10.1016/j.promfg.2015.07.633

van Thiel, S. (2018). Desk research. In *Research Methods in Public Administration and Public Management*. https://doi.org/10.4324/9780203078525-9

We Are Social & Hootsuite. (2020). Digital 2020: Global Digital Overview. In *Global Digital Insights*. https://doi.org/https://datareportal.com/reports/digital-2020-global-digital-overview