



International Islamic Multidisciplinary Conference

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Multi-Platform and Partnership in Republika Media: Strategies to Survive Mass Media for Islamic Mass Media

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ABSTRACT

This study explores the strategies used by Republika Media, a leading Islamic mass media, to develop in an increasingly competitive and growing media landscape in the digital era. To increase audience reach and engagement, this research highlights the importance of a multi-platform strategy that combines print, internet, and social media. Based on media convergence theory and using a qualitative approach with a constructivist method, this research aims to determine the strategic use of the advantages of each platform. Republika Media expands its reach by making its content available to a broader demographic. The report also emphasizes the value of strategic alliances with other technology and media companies. This partnership provides Republika readers with higher quality and interactive material while prioritizing journalism with good ethics. A thorough analysis of this article shows that these tactics are critical to being relevant and competitive in a time of rapid technological advancement and changing consumer behavior. The ideas offered show how creativity and collaboration can lead to success in the changing mass media landscape, benefiting Islamic media organizations hoping to maintain their operations and increase their influence in the digital era.

ARTICLE INFO

Keywords:

Multi Platform, Partnership, Strategies to Survive for Mass Media, Islamic Mass Media, Digital Media

INTRODUCTION

Mass media is a channel used to convey messages from source to audience using communication tools like letter news, radio, television, film news sites, etc. Mass media in the digital era defined practice collection of news, reporting, production of texts, and accompanying communications that reflect, respond to, and shape logic socio-cultural and economic from every digital media environment changes. Mass media is a relatively social institution. The new goal is mainly to produce and distribute knowledge in a broad sense. Characteristic features most important from relative mass media institutions are 1) them is organizations and institutions like most modern institutions; 2) they do tasks particularly in creating analogy information community and developing a specific picture of the world, besides showing function institution social other; and 3) them works as leader opinion public Because potency its mobility play role unique in the modern political process. (Navalna, 2022).

Islamic mass media plays a role in spreading supporting information, perspectives, and



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principles of Islam. Republika Newspaper has become one of Indonesia's most influential national Islamic media. However, entering digitalization, Republika Media closes print media at the end of December 2022. Republika Media requires a practical approach to remain relevant and competitive in the middle-tight competition. No adaptation to progress fast technology is the main problem. Changes in the forms of media are also among the media factors in the digital age. According to Jenkins, media convergence is a process where various media forms and content move traverse multiple media platforms, creating an interconnection between technology, industry, content, and audience. Convergence is not only about technology or device hard, but also involving change in method we consume and interact with the media. (Jenkins, 2006). Change has hit the media environment, and conventional media must adapt to change to stay relevant (Okon, Obukoadata, & Ekwok, 2022).

Current Islamic Media This often only displays religious and political values and does not give room for other topics relevant to the general public. Besides that, in the current internet era, many online media tend to ignore standard journalism and use clickbait tactics to interest the attention of readers. Many online mass media platforms do not have enough features to fulfill users' needs, like Limited interaction and support from fewer social media platforms.

Generally, Islamic media to depend on information from editorials only, without entering source additions and perspectives that can enrich content. Consequently, it is important for Islamic media such as Republica to develop multi-platform strategies and more collaborative creative to give content that is diverse, quality, and available to reach more audiences. Study this aim for find out the strategy carried out by Republika Media in order to be able to survive in the digital era.

LITERATURE REVIEW

Digital media revolution occurred all over the world and need it change big in culture organization cross limit politics, race, gender, and sectarianism in a number of ways big Islamic mass media organization. Based on need and urgency, review literature This Then aim For understand multi-platform strategies and existing partnership models studied with Good in media studies, what the strategy is practiced by Islamic media in Indonesia, namely Republika Media.

Multi-Platform Strategies in Mass Media

A multi-platform strategy involves distribution content in various media channels, such as print, digital, social media, and broadcasting. Approach this very important for reach diverse audience, increase engagement, and results Lots source income (Küng, 2017). Moving media content traverse multiple platforms, possible audience access information through various different channels. For example, a story can started in form book, then adapted into a film, followed with video games, and expanded via social media (Jenkins, 2006).

Islamic media, such as Republika, increasingly Lots adopt a multi-platform strategy to stay relevant and competitive. Transition This very important for reach audience digitally savvy young people and more choose online content compared to print media traditional (Eickelman & Anderson, 2003). The effectiveness of these strategies visible in the media landscape more



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broad, where a successful multi-platform approach has produce growth significant audience and increase involvement. (Sehl, Cornia, & Nielsen, 2016)

Partnership Models in Mass Media

Partnership in mass media can covers agreement share content, collaboration advertising, and business joint venture. Partnership this help media organizations expand range them, share source power, and increase quality content (Albarran, 2016). Doyle (2002) say partnership in mass media show How collaboration strategic and sharing source Power can give benefit significant for media industry , fine in matter economy , quality content , and reach audience.

For Islamic media company, partnership can facilitate access to more network broad, increasing credibility, and encouragement innovation. Collaboration with office news international, local media, institutions education, and companies technology very beneficial (Picard, 2011). Temporary according to Donders (2019) collaboration in fixed digital media determined by content. Announcer public in a way strategic try for expand presence they in the digital domain for still relevant and fulfilling objective service public they. Although there is progress in distribution online content, exclusive digital content still limited.

Challenges and Considerations

Islamic mass media must navigate sensitivity culture and religion with be careful for guard credibility and trustworthiness. Ensure that content in line with Islamic values and interesting audience wide is a balance that requires careful editorial oversight (Eickelman & Anderson, 2003).

Adopt technology new need Lots source Power. Islamic media organizations need invest in training, infrastructure, and innovation sustainable for apply effective multi-platform strategy (Küng, 2017).

Guard trust audience very important for success of Islamic mass media. Transparent communication, journalism ethical, and relevant content in a way culture is factor key in maintain loyalty audience (Schiffrin, 2017).

RESEARCH METHODOLOGY

Study this use approach qualitative with method constructivitis. Study qualitative very pay attention to processes, events, and authenticity with involve relative subject small. Objective study this is for construct reality and understanding meaning. (Hadi, 2020)

In study this, observation, interview in-depth, and documentation used for collecting data. Study this form observation Republika Media in carry out strategies and construct policy For maintain existence of the media.

Observation qualitative happen when researcher write notes field about behavior and activities of people in place study. Researcher write notes field in a way No structured or semi-structured with use a number of question previously according to Creswell and Creswell (2014) activity observation This carried out on location research and the public .

Method additional data collection use interview deep for gather information about the strategy implemented Republika Media. Semi- structured interviews with use guidelines customized interviews with objective research and questions. However, question can made in

accordance with channel interview during the implementation process. Research data this originate from various findings from interview. Document findings entered to in the data.

Subject in study this is Republika Media. Instruments performed is interview deep with press workers at PT Republika Independent good in the field business nor editorial.

Data is filtered as well as categorized as in accordance question research and considered in accordance with objective study so the data becomes focus in answer problem, presented in form narrative.

RESULT AND DISCUSSION

Research result shows the strategy implemented Republica in maintain the existence of Islamic media with do multi-platform development and partnerships.

Multi-Platform Strategies

As explained by the Director PT operations Republika Media Mandiri , Nur Hasan Murtiaji that For follow close market development with technology Republica move to digital media whole .

"Development this become style life public us, especially generation young. Habits and habits generation young in consume content information has switch to digital platforms. Condition this is the basis Republica For transform to full digital, with presenting content on web- based platforms and social media . Adapt with condition society, especially generation young, Republican focus themselves on digital platforms as access tools news." (Interview result with Hasan)

Development done for two big platforms already There is ie www.republika.co.id For content general can accessible to readers or users for free. Furthermore is the www.republika.id platform which contain Republika 's only premium content Can accessed with subscription / paid . On the www.republika.id platform reader will served content similar fill information in newspapers Republika . Following form the Republika.id platform seen in figure 1.



Figure 1. Platform www.republika.id

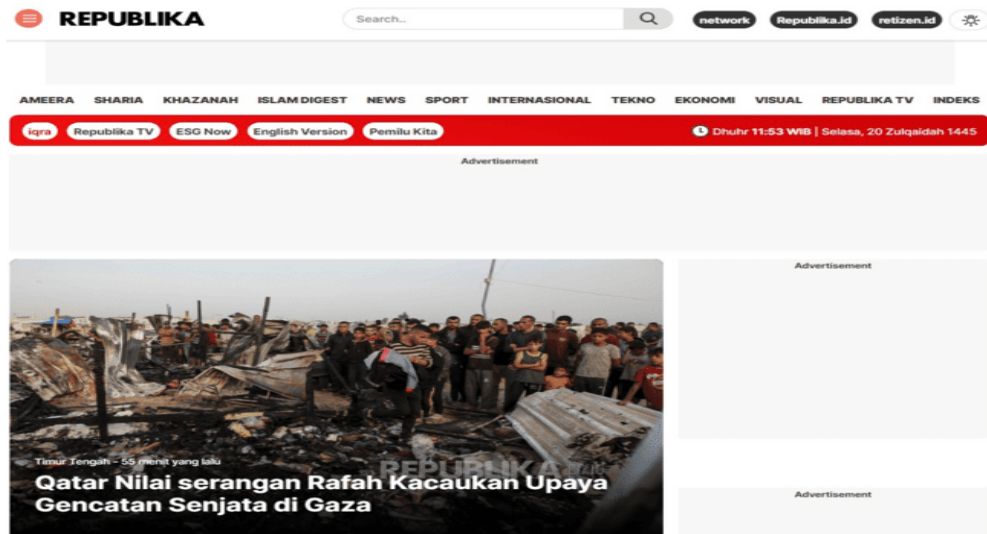


Figure 2. Republika Online platform or www.republika.co.id

Next platform is social media. There is integration of social media, mass media No only can increase reach and effectiveness, but also constructive more relationship near with audience, creating environment interactive, and fixed relevant in media landscape continues develop.

“Social media give flexibility in content format, incl text, images, videos and broadcasts direct. This enable mass media for diversification method they convey informative and interesting more audience wide. Interesting multimedia content can increase involvement audience and create information more easily accessible and digestible.” (Interview with Hasan)

Developed social media are Instagram, TikTok and Twitter. In the media social response target audience generation young this nice, looks from number of account followers TikTok Republika Online reached 4.4 million followers. His height followers can also be seen on the Republika.co.id twitter account, namely as much as 2 million follower. Temporary for media social Instagram account called @republikaonline has 332,000 followers. Tik Tok, Twitter and Instagram account platforms are available seen in figures 3, 4 and 5.

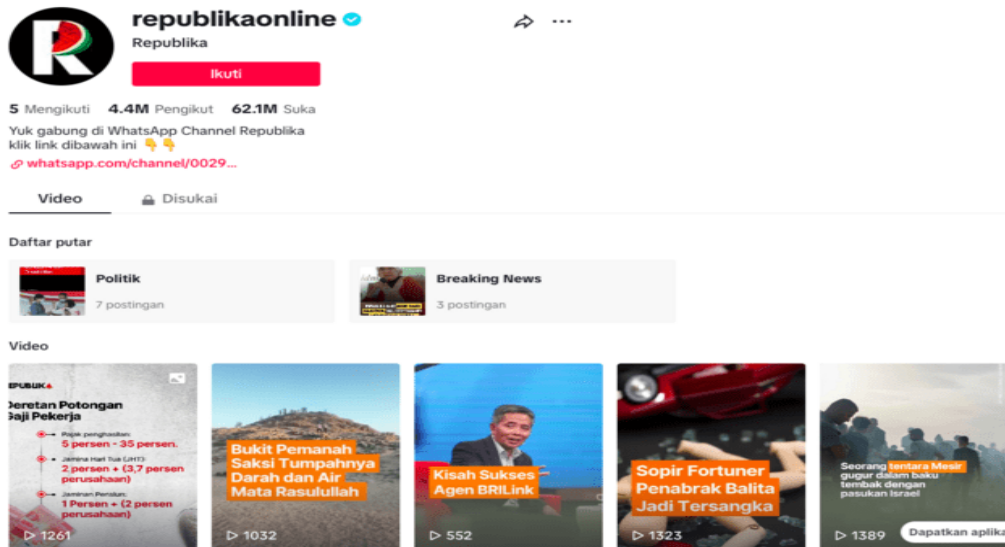


Figure 3. Republika Online's Tik Tok social media account



Figure 4. Social media accounts Instagram Republika Online



Figure 5. Official Twitter account Republika Online

For broadcast platforms Republica presenting the audience with Republika TV can accessed via the Republika Online website. Information and news delivered on this digital platform in the form of audio video so audience will more easily understand and digest it. The Republika TV platform can see in figure 6.

“The Republika TV platform can accessed with enter to page Republika Online (Republika.co.id). There served news and information with complete video form Adaptable sound and musical illustrations content. Expected this will makes it easier for users to search information with other forms or audio visual.” (Interview with Hasan)

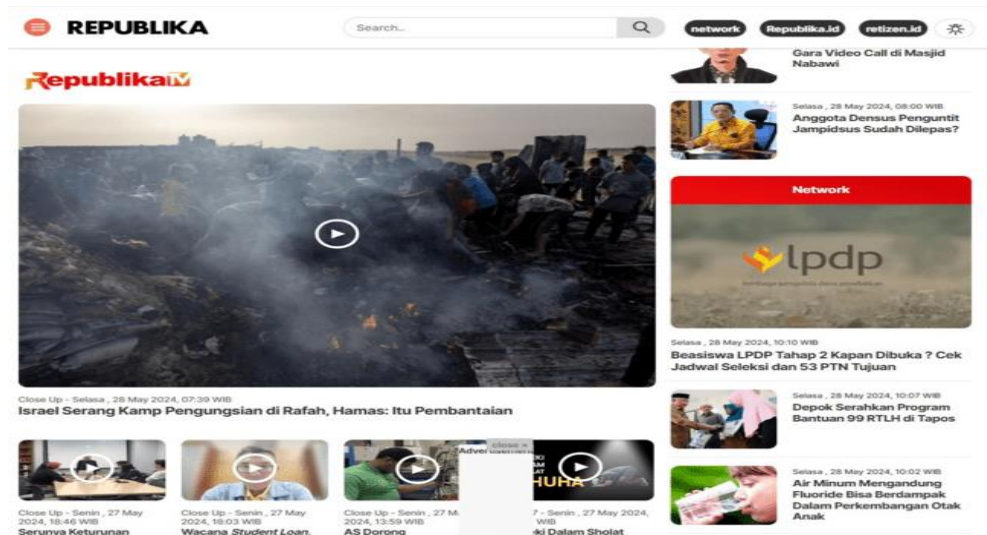


Figure 6. Platform Republika TV

Partnership Model

In face complexity of mass media contemporary, partnership has become a must strategic for continuity life. Republica has utilise collaboration with various entity, incl other media organizations, companies technology, and institutions education, for strengthen position in the industry this.

"Partnership has possible Republica access technology state-of-the-art, mechanism delivery Innovative and diverse content perspective, so enrich the offer to audience. Besides that , alliance with institutions education has facilitate coaching talent young and exploratory current trend growing , so positioning Republica as insightful media entity to forward and dynamic ." (Interview with Hasan)

Besides share content and collaboration with office news international and local media for provide diverse news and perspectives, Republika also collaborates with partner business and organizations for advertising. This matter help produce revenue and promote relevant products and services.

"Trend acquisition advertisement Of course affected very moment pandemic, which is the opposite with when before pandemic. However post pandemic and Republika Work Full digital, yes trend increase income advertisement. Of course adaptation and agility understand product content become matter important in connection acquisition advertisement including with partner business. By Overall, period three year pandemic be a tough time but thank God Republika succeed through it with Good. And now, Republika looking at the era when switch to fully digital." (Interview with Hasan)

Republica developing partnerships in the form of content created by readers. This partnership model There is two ie Retizens who are blog writer at Republika and Network. For Retizen The response from readers (netizens) was very welcoming OK, as stated by the Editor Republica Dewo. Form Retizen Can see from picture &.

"There is retizen make form or receptacle for reader For give content you want they

convey. His greeting outside ordinary and very enthusiastic. Moment This There is around 150 thousand bloggers who joined. "(Interview result with Dewo)



Figure 7. Retizen.id Digital Platform

No lost with Retizen form Network partners are also welcomed well by the audience Republica. According to Dewo exists palform Network makes enthusiastic partners because besides team from supplying users content For Republica, they also get it distribution results adsense and advertising.

Republica Network is a media network developed by Republica. Moment This Already There is around 40 domains have joined with Republica. The domain is managed by a team, with a minimum of members from three people. Every domain must produce a minimum of three content per day.

"Domain owner collaboration with Republica is in form IT domain and content management. Domain owners do activation charging content, while related with IT management is carried out by Republica . Some of the content contained in the domain will displayed on www.republika.id . Election incoming content Republica carried out by the team moderation Republica . Domains are allowed take content from Republica maximum five contents per day. Conditions content the must done replacement title, photo, and lead. Domain owners are also allowed take Photo production Republica For illustration content on the domain. Cooperation between domain owners and Republica also includes distribution advertisement Adsense and direct advertising. Domain owners can too look for the ad alone." (Interview result with Dewo)

Form the Republica platform Networ can see in figure 8.

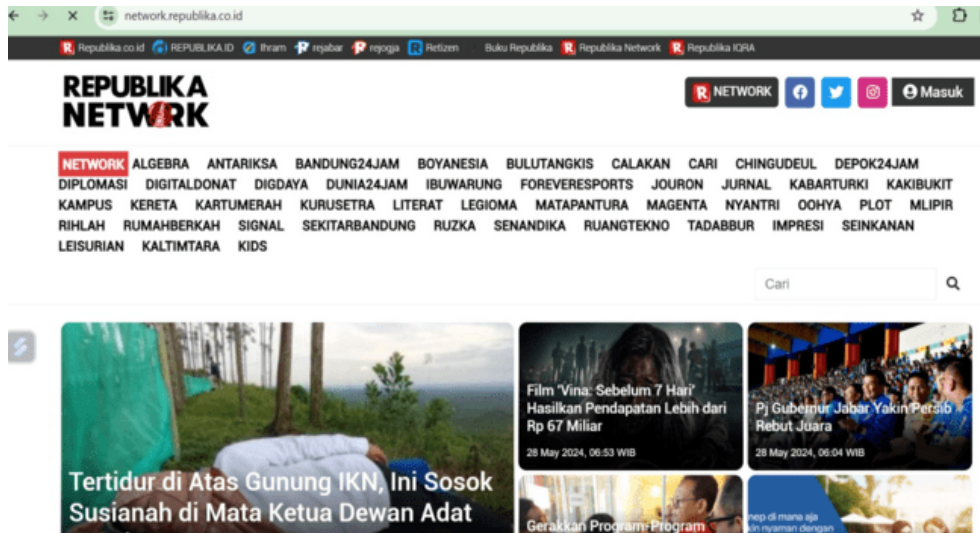


Figure 8. Republika Network Platform

Good Ideological And Journalistic Considerations

One of challenge main problem faced by the Republic is guard sensitivity culture and religion while still interesting for more audience wide . Implemented solution is with ensure that all content filtered through a rigorous editorial process For ensure suitability with Islamic values . As a reputable media Good The Republic also remains guard still will guard quality so that still trusted by readers as source credible information.

“Republican still adhere to ideology initially as mass media for Muslim community, fine in print format or digital. No There is change ideology although happen transition to digital platforms. Besides that's the most important thing Republica still will guard the quality so that still trusted by readers as source information. We remain hold firm principles journalism and code ethics journalism. Republika also has it code ethics internal journalists who rule even more strict compared to code ethics journalism.” (Interview result with Dewo)

Although now entered the journalistic era algorithm Republica No apply click bait journalism. For Republica based on interview with party editor, the practice of click bait is the same as do lies to the reader.

“We remain refers to principles base journalism, code ethics journalism, code behavior journalist Republica. For writing referring to the book Writing Styles Republic.” (Interview result with Dewo)

Adoption technology new often need significant investment in training and infrastructure . Republica overcome this with allocate source Power for training employees and partners with company technology for get access to technology latest and support technical.

Workers at Republika were also prosecuted For Can control technology related with moving to digital platforms. Start Still rise HR newspaper in Republika Already prepared to be literate technology. Editorial team has adapt self with the digital era, working on website and social media platforms. Adaptation done with habituation and training for face development

technology and change habit consumption information by the public.

"In the newspaper era print Still Up , team editorial some are fully online platforms, there are also some who work on two platforms: print and online. Shifting for working digital content only need habituation for team previous editorial working in the realm prin. So we have prepare human resources who are familiar and reliable in use digital technology. So that when happen displacement to partial digital platforms Most of the human resources are familiar." (Interview result with Hasan).

Principles , values ideology , journalism ethical as well as mastery good technology bring Republica become one of the existing mass media in 20 (two tens) rank large national online mass media . This matter can see in figure 9.

"Although happen a complete shift to digital platforms, as a reputable medium OK, Republic still trusted by its readers as source information or material reference. Request comparative study, practice field nor visit from various companies and organizations or institution to office Republica proves we still are taken into account in the mass media arena national." (Interview result with Dewo)



Figure 9. Two tens large mass media National : Source Imogen Public Relations

The multi-platform strategy implemented by Republika Media has been succeed increase range audience. With present on various platforms such as e-paper, digital, social media, and broadcast, Republika capable reach various segment different audiences. For example, readers traditional still loyal to the e-paper edition, while generation young more active access content via website and mobile application.

Republika develop two large platforms ie www.republika.co.id For content general can accessible to readers or users for free. Furthermore is the www.republika.id platform which contain Republika 's only premium content Can accessed with subscription / paid.

Study show that Republika Media's adoption of a multi-platform strategy has bring



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impact significant positive. With combining print, digital, social media and broadcast media, Republika capable increase presence and involvement audience in a way whole. Social media use in a way effective No only increase involvement but also provide channel for bait come back audience in real-time, which is important for adjustment and development more content Good. Via social media, Republika can interact direct with audience, increase involvement and participation. Comments, likes, and shares on platforms such as Facebook, Twitter, and Instagram show level high engagement, which helps Republica For still relevant and responsive to needs and preferences audience.

Republica develop distinctive journalism nationalist, Islamic, populist, and Indonesian. Republica No apply journalism *click bait* because for this media practice *click bait* the same with do lies to the reader. So that still refers to principles base journalism, code ethics journalism, code behavior journalist Republica.

Republica do repair from amount uploaded content, improvements quality content, multiply required content readers and distribution content with maximizing social media such as IG, Twitter, Tiktok. For distribution content.

Republika is also developing partnerships in the form of *user generated content* or content created by readers. This partnership model There is two ie Retizens who are blog writer at Republika. Furthermore is Network ie team from supplying users content For Republica with a division model results adsense and advertising.

CONCLUSION

Use multi-platform and deep partnerships production and procurement content at Republika Media is a strategy at Republika Media as form media convergence shows how digitalization of mass media change conventional media concepts, functions and values for public national.

According to leader editorial Republika Media, challenge main mass media industry moment this is adapt media with need new users or reader. Change draft conventional seen with closure of print media or newspaper Republica aim as step strengthening entry Republika Media to the digital world so relevant with situation moment this and add range the reader .

Republika Media remains hold on stick to journalism ethical so that the content presented still refers to the code ethics journalism so that No follow the trend apply click bait journalism. Draft development mark done with distinctive journalism nationalist, Islamic, populist, and Indonesian. This matter aim for content journalism presented Can accepted public wide.

Research result confirm trend the main digital era of journalism No just make content For be delivered only through online mass media but also distributed through multi channels and social media . Studies this also shows that mass media with its reader base Muslim can adapt media content with various users' needs. So that users remain use media for fulfillment need various information so the media remains can endure become the medium of choice the user.

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