

News Headline Strategy and Selection by the Editorial Teams of Sumut Pos and Tribun Medan Newspapers in Maintaining Circulation During the Digital Disruption Era

Ari Sisworo^{1*}, Rudianto², Muhammad Thariq³

^{1,2,3}Program Studi Magister Ilmu Komunikasi, Universitas Muhammadiyah Sumatera Utara, Medan, Sumatera Utara, Indonesia, 2024

*¹Correspondence Author: ariesisworo@yahoo.com

Abstract

Digital disruption is a popular phrase today and makes print media must really strategise, especially in determining news *headlines* as the main presentation. This study aims to analyse the strategy of the North Sumatra Pos and Tribun Medan Daily Editors in determining news issues that will be used as *headlines*, so that they can attract readers' interest. The objects in this study are Sumut Pos and Tribun Medan newspapers whose news is presented in printed form. Researchers took three news in each media from the May-June 2024 time span. This time span was chosen, to show the selection process of news *titles* published with the number of copies of each edition. The theory used is the concept of *gatekeeping* from David Mannining White (1950), which generally describes the selection process in the work of the media, especially the decision whether a news story can pass through the 'gate' to be aired on the news *channel*. The method used is descriptive qualitative with an interpretative approach, and a comparative study technique. The results showed that both media conducted the same process, starting from planning at the projection meeting, determined through a *budget* meeting, and the news agreed upon by the *gatekeepers* news that is considered worthy of going up and becoming a *headline* by prioritising the news value contained in it. News or issues that develop in online media and social media or *new* media are also a reference for both media, but with a more in-depth presentation and different perspectives.

Keywords: *Gatekeeping* Theory, Media, Sumut Pos, Tribun Medan

INTRODUCTION

The strategy applied by the mass media, a decade ago, especially the print media is almost the same, namely the determination or selection of news that will be used as *headlines*, including the Sumut Pos Daily, *Jawa Pos News Network (JPNN)* and Tribun Medan, Kompas Group (KG) media network.

Both media always prioritise news values, such as the importance of the news, how much it affects the community, *proximity or proximity* or in other words prioritising local news, the value of impact or effect, characterisation, *human interest* and exclusivity.

The process of determining news selection in the mass media in general, on the main page of the news that becomes the focus is political, economic, legal, social, international, *feature* news. News about politics, both national and regional, most often appears on the main page. The main page is also often adorned with other news that is considered strong. Other news, such as economic policy, education, new technology and others are reserved for

the inside pages according to their rubrics. At this stage, news that is deemed unfit for publication is also discussed, such as news that causes racial conflict, exploits children, causes uproar, and triggers controversy. Such news will be discarded by the *gatekeepers*. The editor-in-chief and the editors choose which news will become *headlines*, news that is worthy of being published on the main page and on every other page to be published the next day.

The issue of choosing or selecting news that will become *headlines* or newspaper headlines is undeniably important. Likewise with other news that will be presented to readers. Because, the media that presents 'trash' news, only looking for sensation, ignoring the truth, education and other negative things, will gradually but surely be abandoned by its readers. Conversely, if the media presents with a high level of accuracy, upholds the truth, provides education and other positive things, and of course is critical, then the media will be able to continue to exist. In addition, the professionalism and idealism of journalists has declined drastically, becoming undignified.

The current strategy of determining *headlines* is not enough, because there are quite complex obstacles, namely digital disruption.

Digital disruption as a whole has been gaining popularity lately. Disruption is said to change the demands of various aspects of life. Disruption, according to the Big Indonesian Dictionary (KBBI), is something that is taken away from its place of origin. More comprehensively, it can be said that disruption indicates a series of changes or leaps that break demands and change old frameworks. The developments that occur make major or fundamental changes to other frameworks.

This development is then referred to as Revolution 4.0, which is a situation where integration and interconnection are increasing. Herman Patek said Industry 4.0 includes a combination of physical cyber systems, the *internet*, *cloud computing*, and cognitive computing. *Through* cloud computing, internal and cross-organisational services are provided and used by various parties in the value chain. (Rasyid et al., 2019)

Era 4.0 or digital disruption has really changed the order of various aspects of life, including the world of newspapers, which in fact is experiencing a very difficult situation. Some newspapers have even 'died' because they are no longer able to operate normally. This situation and condition also occurred in North Sumatra. The birth of new media, slowly but surely, has eroded the circulation of print media (newspapers, magazines, tabloids and others). The phenomenon of online media has been predicted to replace print media.

The presence of new media with the *web* as its medium has changed the design of mass correspondence from one to many to many to many. The *internet* has also forced print and paper media to migrate to online media or, if they are business strong, to expand into both.

According to McQuail's book, *Mass Communication Theory* (2010: 43), the definition of new media is still unclear; however, a number of new media use cable, satellite, or telecommunication networks for distribution, and the internet is the key to new media in this regard. In addition, in *New Media: a Critical Introduction*, Lister et al. divide new media into digital, interactive, hypertextual, networked, virtual, and simulation (Lister et al: 13). The *internet*, including social media, is one type of new media based on these characteristics. The presence of new media, especially online entertainment with a large number of individuals, has become a reference source for conveying, obtaining and disseminating data. This can be

evidenced by the introduction of the term *Youtuber, influencer*, a designation given to social media users for their content on *internet-based platforms*.

Another major impact of the emergence of new media is the spread of print media which has been 'hit'. Referring to information from the Newspaper Publishers Union (SPS) based on the 2018 Annual Report of the Alliance of Independent Journalists (AJI), New Threats from Digital, the rate of decline in circulation from 2011 to 2017 was 28.18 per cent. Apart from the decline in circulation, the quantity of print media has also experienced a huge decline. (Nugu et al., 2020)

Print media in North Sumatra, such as Medan Bisnis Daily, chose not to be published anymore. The newspaper, published by PT Kasih Kurnia Medan Bisnis with economic and business segmentation, which was born on 31 July 2000, closed on 1 April 2019. The closure of the newspaper, which is part of the Analisa group, is due to a declining circulation, which no longer generates profit and makes it impossible to increase the selling price. If examined further, the closure of Medan Bisnis newspaper is also caused by the continued increase in paper prices from year to year so as to make production costs swell, coupled with advertising revenue that is not comparable to production costs. The closure of Medan Bisnis newspaper with various problems it faced was also experienced by one of the newspapers with a criminal segment or otherwise known as the Yellow Newspaper, namely Harian Metro 24 Jam. The newspaper with the tagline 'There is always something unique' chose to follow in the footsteps of Medan Bisnis. The newspaper, which had dominated the crime newspaper scene in North Sumatra, closed in mid-2023. Although it was published again, it was under different (new) ownership. Not much different from what was experienced by Posmetro Medan newspaper, one of the print media owned by the Jawa Pos group in North Sumatra. This sibling of the Sumut Pos Daily also closed, ceasing publication around the beginning of 2024. This fact shows that a number of print media are no longer strong enough to compete in the midst of digital disruption.

After researchers made initial observations, the *gatekeepers* or editors of the Sumut Pos Daily and Tribun Medan have taken steps or strategies so that the circulation of the two media can survive in the current era of digital disruption, including: (1) the selection of *headlines* always prioritises news value, (2) relies on in-depth coverage, (3) prioritises local issues or events, (4) involves other divisions or sections in the process of determining *headlines* , and (5) issues that develop in *online* media and social media are used as references.

Therefore, the purpose of this study is to analyse the strategy of the North Sumatra Pos and Tribun Medan Daily Editors in determining news issues that will be used as *headlines*, so that they can attract readers' interest.

A. Definition of Mass Communication

Wilbur Schramm stated that communication comes from the Latin word "*communis*" which also means "*common*". Thus, if you communicate, you must create equality between communicators and communicators. Meanwhile, the word "mass" as said by P.J. Bouman, is used to designate a large group of people. Sometimes it is also to show a wide number of listeners, there is no organization, but there is a bond and similarity of soul.

This mass media is the primary characteristic, the differentiator between mass communication and other communications. The party who receives the message in mass

communication does not always have to be in the same position or area. Mass communication is aimed at the general public, openly which is widely disseminated through the mass media used, so that it can be quickly accepted by the public quickly and simultaneously. (Kustiawan, Siregar, et al., 2022).

B. Newspapers as a Mass Communication Media

The act of sending messages, ideas, or information to others through certain channels to influence or change their behavior is known as communication. Mass communication is one type of communication, in addition to Intrapersonal Communication, Interpersonal Communication, Group Communication, and Organizational Communication. Mass communication is communication to a large number of people (the masses) through mass media (communicating with the media).

Mass communication itself is communication with the mass media or communication with many people (the masses) using media means. Print media, such as newspapers, magazines. Meanwhile, non-print media are radio, television, *internet (web)*, film. The mass itself signifies "many individuals" or "groups" of associations, crowds, the public. Every part of mass communication is media and media interaction with personal interaction.

According to (Wright in Mulyana, 1996), mass communication is not characterized by technological achievements. It is not the technical tools of mass media that distinguish mass communication, but social communication involves special audiences, communication experiences, and communicators. The audience in mass communication is large, diverse, and anonymous to the source.

The experience is public and fast. Messages conveyed through mass communication can generally be understood and recognized by the local community. These messages do not reach most rural communities due to the limited reach of the mass media in rural areas. Finally, the message delivered depends solely on the task of interpersonal communication. Factors such as transportation, time, and cost are the main obstacles to the formation of strong interpersonal communication (Depari, 1991).

Media campaigns for mass communication typically have the greatest impact on more fortunate audience members (readers and those with higher incomes, for example). The impact of such communication is actually unnecessary if careful steps are taken to avoid it, for example, planning unique messages focused on the needs and interests of disadvantaged audiences (Rogers, 1976).

Mass communication channels are needed to help convey messages from communicators to communicators. The attributes of mass communication channels are not the same as interpersonal communication channels. Of course, as the recipient of the message, this communication channel will generate a response from the audience. The impact that may occur on the mass media will appear along with the response. In this way, the consequences of an interesting communication system must be implemented. (Valdiani, 2018)

C. Headline Selection

Mass media has its own standards for choosing news or journalistic photos that are considered interesting and in line with the vision and mission of media organizations. That is

then what makes the mass media consider it important to make as an editorial policy that aims to be a guideline and guide in making news or guidelines to decide whether or not to publish it as a news script.

Editorial policies are prepared by taking into account many interests, such as reader segmentation, the vision and mission of media organizations, and the interests of media owners which are usually related to economic interests (advertising) (Andhita, 2021). The need for an editorial policy of a mass media is usually associated with the long-term interests of the mass media. After all, mass media is created not for the short term but in order to survive for the long term. So that the mass media needs to prepare governance and guidelines for editorial management. The hope, of course, when the mass media continues to exist, will have an influence in society. The power to influence society is what makes each media make editorial policies as a strategy to maintain the existence and sustainability of mass media (Mukhriyyah et al., 2019).

A well-organized newspaper will make news activities take place calmly and professionally. Even if there is tension due to time pressure or at the last minute approaching *the deadline*, it will not be visible on the surface. The reader may only be able to see, everything is fine. It is evident from the smooth issuance. In fact, almost every day there will be tension in the newsroom regarding the news that will be produced (Firdausi et al., 2018).

There are two characteristics that make the newspaper look unique. First, the content changes every day. Never is the content of today's news the same as yesterday's news and also tomorrow's. For newspapers that are published several times with different editions of each other in one day, for example in the morning, afternoon and evening, it will certainly be more complicated.

The second feature is its immaturity. Other old newspapers are daily, cannot be stored for a long time and must be circulated immediately on the same day. Otherwise, the daily will become stale or no longer sell, and the newspaper will go out of business (Wibisono, 1991).

In facing such challenges and problems, it is then important to have an editorial policy that will regulate all journalism processes carried out by the media. The policy will regulate how the process of *planning*, reporting guidelines, writing arrangements and guidelines and also guidelines and provisions for editing news manuscripts to sometimes concern the process of how to distribute and publish the media (Wardani, 2016).

In the process carried out to produce news in the mass media, editorial policy becomes the heart or internal controller that applies in the newsroom. The existence of this editorial policy will control and control the news content that will be aired according to the media's rubric. The existence of a limited number of rubric pages in the mass media or newspapers makes a news story can be published or not. Of course, the decision to include or not to include news has gone through deep editorial considerations. These considerations may be related to news *value*, relations with readers/customers or related to the vision and mission of the media organization or other considerations. These considerations are understood and translated in editorial policy (Irwan, 2013). (Kuncoro, 2022)

D. Teori Gatekeeping

The term "*gatekeeping*" comes from David Manning White's definition of the selection process in media work in the 1950s, specifically the determination of whether a news can pass through the "*gate*" in order to be broadcast on a news channel (White 1950;

Shoemaker 1991). *Gatekeeping* is the process of deciding the fairness of information that will pass through the news media to the news channel. Individuals who edit, add, and modify messages before they are published by the mass media are known as *gatekeepers*. They can decide what events to report, what to report, how to report them, and what ideas or concepts to display. They can also decide what content or message to publish. *Gatekeepers* involve decision-makers in a media.

Shoemaker characterized the *gatekeeping* system as a cycle in which billions of accessible messages on the planet are selected and transformed into hundreds of messages that reach a specific individual or time. Shoemaker based his hypothesis on a *gatekeeping* system on a hierarchical framework, which he also co-authored with Stephen Reese in his book *Intervening the Message* (1991).

Shoemaker and Vos changed a number of level names details and a more in-depth explanation of the *gatekeeping procedure* within the framework of the hierarchy of influence. Shoemaker then assessed that *gatekeeping theory* can be studied at five levels, specifically individuals, routine practices in communication work, organizational communication, social institutions, and social systems.

The first level of theory emphasizes individual *gatekeeping* factors as the main determinant in the *gatekeeping* process. Decision-making on a news story is a *personal gatekeeper* (what is liked or what is not liked). If it is not personal, then the process is still governed by individual factors, such as *gender*, religion, education, social class, or even sexual orientation.

The next level is media routine. At this level, *gatekeeper decisions* are based on common and well-established practical factors regarding the general selection and publication process. *The gatekeeping* system relies on organized and pragmatic work components, for example when dealing with *deadlines*, news ranges, the number of characters in the news, and limited newsrooms. Standard principles, morals, values, types of work, and participation in the media are some of the normal things that gatekeepers do and influence them in making decisions.

The third level is organization. Media certainly has various purposes and designs. This limits the influence of each gatekeeper. The quality of the media such as goals, dreams, and missions will determine what gatekeepers can do or choose. The selection process for the publication of a news story is also influenced by the media resources—cost, time, human resources, technology, and training—they have. Similarly, the progressive construction of media also greatly determines the *gatekeeping* system. How much influence and power the *gatekeeper* has in the selection and publication of news will be determined by his position in the media structure.

The fourth level as shown by Shoemaker is the social institutional environment. At this level, audiences, advertising, markets, economic forces, governments, interest groups, ratings, and, of course, other media all have an impact on *the gating process*.

The social system, according to Shoemaker, is the last level. In the context of the hierarchy of influence, this level represents the ideological level. Media is made for a particular social environment, its philosophy, its social design in the eyes of the public. This system is an indicator that guides the selection process, specifically when deciding which

aspects of events to tell and how the public domain tells the story.

An event is more likely to be selected, reported, or covered if it is culturally familiar, relevant, or related to community values. Stories about individuals with the same language and culture as the community will get higher interest from the community. (N.d., Lisa et al.)

E. Construction News

In a media, especially a newspaper, news construction is more than just a collection of facts that are assembled into sentences and paragraphs. He also conveyed the thoughts and feelings of the writer (*reporter*), assistant editor, and editor (*editor*). After all, all the social, social and educational foundations of the writers (*reporters* and *editors*) greatly influence how reality develops in a news. Facts written in a straightforward manner will be rigid and uncomfortable to read. In addition, this style of presentation uses a variety of colors. Thus, starting from searching, discovering, and developing reality, the author is built with various things that are impartial and *independent*.

In other words, no news or media text is completely objective or just a collection of facts that are used as data in a writing. There are always obstacles from the thoughts and viewpoints of journalists and *editors* or even the wisdom of the editors (institutions or owners) of the newspaper. Organizations and newspaper owners are the owners of media interests today.

Newspaper managers or entrepreneurs are very decisive in news through editorial policies because of their very strategic position. The public knows the colors, ideologies, and interests of certain mass media through the presentation of the media. The writing in a newspaper will affect public opinion in a variety of ways, depending on how long people read the newspaper. As a result, journalists (*reporters* and *editors*) determine the facts of newspapers in black and white.

The choice of titles, subjects, sentences, and words in the news that the media introduces to the audience is not completely value-free. The editorial policy on an event is not disclosed in *the editorial* or headline, but also on the news. M Sobur quotes Aart van Zoest as saying, "There is no text that is never separated from ideology and has the ability to manipulate the reader towards an ideology". This is understandable because every text, conversation, and other thing is a reflection or form of ideological practice.

There are three considerations for an event to become news in a newspaper, namely ideological, political and business. Ideological considerations arise due to the owner factor or the principle he adheres to. Political considerations depart from the real world, cannot be separated from political life. In addition, the press is known as the fourth pillar of democracy. Meanwhile, business problems are related to revenue from promotions or advertisements. These three considerations affect the viewpoint or *angle* of the news. From here, editorial policy – generally through projection meetings or *bugeting* – to determine the direction of the news.

Therefore, there is no news that is neutral, ideologically free, and interest-free. Because news, like other media, is the result of selection and reconstruction. Therefore, every text or news can contain journalistic prejudices or news tendencies. This condition is indeed difficult to avoid if there is no one given. No news text is in a vacuum. He is always in a

certain relationship and social environment. Therefore, news texts are usually always in the situation and take sides with one side over the other.

The values and interests of media institutions are reflected in everything that is presented to the public through the media. Its substance and philosophical importance change along with the news. Jacob Oetomo emphasized that reporting not only includes the presentation of a number of facts in an interesting way, but also the interpretation of the significance (meaning and meaning) of the event.

But according to Bill Kovach and Tom Rosentiel, the main concern must be the truth, just like journalists who produce news. "*Journalism's First Obligation to The Truth*". Although it is easy to refute and plural, the reality conveyed by news texts is the reality in society. The public interest then becomes the second aspect of journalism. The main method that favors the truth is loyalty to society. (*Journalism's first loyalty is to citizens*) and with the third element, namely the discipline in verifying facts (*the essence of journalism is a discipline of verification*).

The importance arises not only in the talk conveyed but also in the placement and framing (*framing*) in a newspaper. The placement of news in the *headline* will have an impact on the personality of people in general or their readers compared to the news that is determined not to be a *headline*. In addition, the fulfillment of a news or 5W + 1H component (What, Who, When, Where, Why, and How), photos, designs, and illustrations also determine the public's interest in the news.

Not all events can be made into news. It all depends on the *angle* that the editor wants to take and the decision is determined by the editor's policy. Reporters in the field are only looking for facts from an event. Meanwhile, *the editor* only tidied up the news. They could not determine the news he made to appear in his newspaper. Because the decision to load news is determined by editorial policy. Thus, the editorial policy is a combination of the ideals of the institution on the one hand, and the wishes of readers on the other. This means that there is a certain mechanism and order in which a news can be published as described below. (Dudi Sabil Iskandar; 2015: 14 – 18).

F. Newspaper Editor

Basically, the structure of a press publishing company from one media to another is not much different, sometimes even the same. Djuroto (2004: 18-23) gives the following explanation of the chart.

1. The Editor-in-Chief is the first person who is responsible for all publishing content controlling editorial activities in his company which includes news presentation, determination of coverage, search for news focus, determination of topics, selection of headlines, opening *news*, assign or create your own headers and so on. In short, the good and bad content of the news in its publication depends on the sharpness of the editor-in-chief in finding and choosing the news material.
2. The Editorial Secretary is the assistant to the editor-in-chief in terms of editorial administration. For example, receiving letters from those related to the editorial, sending writing honorariums to writers from outside, making letters necessary for the editor-in-chief.
3. Managing *editor* is a position to assist the editor-in-chief in carrying out his editorial duties. In the implementation of daily tasks, the managing editor arranges the

implementation of duties according to what is outlined by the editor-in-chief. In certain circumstances, the managing editor can assign tasks to the page editors according to their respective fields.

4. An editor is an officer who is responsible for the content of the pages of a newspaper. The editor's main task is to receive news materials, either from news agencies, journalists, correspondents or even *press releases* from the government and private parties, which are then selected to be published immediately or postponed. Every press publication, be it a newspaper or a magazine, has many editors who take care of the pages or segments that are relied upon to introduce to its readers. For example, newspapers have city, territorial, public, and international editors to express them. Meanwhile, for the rubrics, there are feelings, innovation, school, science, expression, entertainment, sports, family, women and others.
5. A journalist is a person who is in charge of finding, collecting and processing information into news to be broadcast through the mass media. In a press publishing company, journalists are the spearhead of their business. They supply the most news materials for daily presentation. For journalists who serve in the city, they are called city reporters. For example, for newspapers published in North Sumatra and headquartered in Medan. Meanwhile, journalists who work other than in Medan, are referred to as correspondents or regional reporters. Similarly, for national-scale newspapers, if they serve in the capital Jakarta, they are called city reporters and those in the regions are called coresponents.

The editorial members (starting from the editor-in-chief, editorial secretary, managing editor, editor, editor, *reporter/* correspondent) works collectively in order to provide various realities of events better, systematically and organized according to their editorial policies. (Nurhalim Tanjung, 2005 : 29)

G. Definition of Oplah

Oplah or tiras (from Dutch: *Oplage*) is the number of copies of a newspaper or magazine sold. Tiras is used, among other things, to regulate advertising prices. In the Great Dictionary of Indonesian (KBBI), oplah or tiras is a cut or cut of yarn. Thread on fabric theory, etc. The second meaning is the number of copies of publications, both books, magazines, and newspapers. (Tampubolon, 2022)

More emphatically, oplah is a synonym of tiras as contained in an article entitled "Synonyms of Tiras Complete with Definitions and Examples" in *the Kumparan.com* accessed, on Monday, March 11, 2024, at 15.47 WIB, author: DAP.

"The use of word similarities or synonyms in daily reading or conversation is common. The existence of these synonyms can help others understand a sentence or conversation with a more understandable equivalent. Not only that, synonyms are also widely used in reading so that the sentences used do not feel monotonous and boring.

The discussion of synonyms is in accordance with the explanation of synonyms presented in a book entitled *Indonesian for Higher Education written by Nani Yulianti, S.Kom., M.Pd.* (2022: 54) Mentioning synonyms are two or more words that basically have the same meaning but different forms, synonyms are not absolute, there are only similarities or similarities.

The book also explains that synonyms are used to divert the use of words in certain places so that the sentence is not boring. There are many uses of synonyms that we can find in our daily lives, one of which is the synonym tiras. What is tiras?

Tiras is the number of *copies* or copies of newspapers or copies of written manuscripts sold. This tiras is better known by its more widely used synonyms. The synonym of tiras is oplah. Similar to tiras, oplah which comes from the Dutch word "*oplage*" has the meaning of the number of prints of a writing such as a newspaper or magazine.

In more detail, the discussion of the meaning of oplah is discussed in the book *Writing with the Heart, editing with the Mind compiled by Rizem Aizid* (2019: 121). It is explained in the book that the oplah system is the most common type of payment used by major issuers, both large and small issuers. The circulation system can also be said to be the payment system of the writer for each reprint. If the manuscript made by the author sells well and is reprinted, then the author gets a lot of honorarium according to the number of reprints.

The word tiras can be used in sentences. The following is one example of the use of the word tiras that can be known as an additional insight:

* The Popular Magazine on display on the shelf has a circulation of 63,000 copies.

H. Digital Disruption

Quoting an article titled, "Digital Disruption Is: Definition, Consequences, and How to Overcome It" which was shared on the page, *Fortuneidn.com, his group IDN News Channel, on Monday, March 4, 2024, at 16.18 WIB, author: Eko Wahyudi*, digital disruption based on the Great Dictionary of Indonesian (KBBI) is something that has been uprooted from its basic foundation. In a broader sense, disruption is a series of shifts or leaps that change the existing order. A new system undergoes a significant or fundamental transformation as a result of an innovation.

Departing from this understanding, digital disruption can be seen as a phenomenon that encourages changes in the general understanding of society and every action in the digital technology system. It needs to be emphasized that the faster innovation is created, the easier it will be for society to encourage more developed innovations without causing significant disruption in daily life. Digital progress has even accelerated technological disruption that affects human life.

The occurrence of digital disruption that can make a massive transformation is due to a number of factors:

1. Revolution 4.0

Digital technology is developing rapidly and reaching various regions. People can get and share information in *real time* (right away) without restrictions thanks to *the internet*. This progress was then referred to as the Revolution 4.0, precisely a state in which coordination and interconnection are increasing.

2. Community behavior

Digital technology basically aims to make human activities easier. This indicates that human behavior will change gradually and be affected. If at first all human activities required a real contribution, now almost all types of activities can be carried out only by relying on an *internet connection*.

3. There is a business model innovation

The presence of new business visionaries who depend on innovation also has an impact on the market as a whole. These new businessmen innovate and improve human

resources, so that they are able to replace existing business positions. Furthermore, conventional businesses that are not prepared for change will lose the contest.

The development of digital disruption will definitely have an impact. In general, technology is present to help people do their jobs. The most perceived advantages of advanced disruption are productivity and fairness in terms of costs and investments. Everything can be done faster, easier, and even cheaper thanks to digital disruption. Correspondence and data reception are generally not affected by time or distance.

However, this condition is also a paradox. A person's cognitive abilities can be impaired due to dependence or even addiction to the digital world. In addition, the risk of crime is increasingly open, marked by an increase in digital crime. The spread of false and untrustworthy information is also a test in itself, at the individual and organizational level.

Digital disruption is inevitable. That is, regardless of whether they like it, regardless of their readiness, the community must adjust to the situation.

Here's how to deal with digital disruption:

1. Adopt digital technology

To help with business execution and save time, companies must implement digital technology. Robots, *big data*, and various marketing tools are some of the technologies that can be used. To thrive, businesses also need to understand digital marketing strategies.

2. Innovating

Innovation is the next stage in facing the digital disruption period. As is known, innovation is a way to advance in keeping up with the market. In any case, companies must conduct research and development reliably to stay alert to market changes that continue to occur from time to time.

3. Improving human resources

To face technological disruption, the business world must improve the quality of its human resources. This is done to make it easier for workers to adapt to new innovations and face existing competitors.

METHOD

This research uses a qualitative method that focuses on a deep understanding of social, cultural, and human behavioral phenomena through descriptive, narrative, and interpretive data collection and analysis. Qualitative method research is a research approach that uses descriptive and interpretive to answer research questions. This research involves the collection of unstructured data, such as in-depth interviews, participatory observations, or text analysis, with the aim of understanding the context and complexity of the phenomenon being studied." (source: Creswell, J. W. (2013). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches*. SAGE Publications).

Emphasis on interpretation: Qualitative research often involves a process of in-depth interpretation of the data collected. Researchers seek to understand the meanings that emerge from the data and provide rich interpretations of the phenomena being studied. (Faustyna, 2023: 31-36). The technique used is a comparative study, which is to make comparisons to find differences and similarities. Comparative case studies help in identifying factors that influence a particular outcome or event in different contexts. (Faustyna, 2023: 111-112).

RESULTS AND DISCUSSIONS

1. Overview of North Sumatra Post Daily

The North Sumatra Post Daily (PT Media Medan Pers) has an office at Jalan Sisingamangaraja, No.74, Timbang Deli Village, Medan Amplas District, Medan City, North Sumatra, with the motto *Trusted Daily, Media All Communities*, published on October 1, 2001. Previously named Radar Medan (between January 1, 2000 and September 30, 2001).

Based on an interview with the Editor-in-Chief of the North Sumatra Post Daily, Asih Astuti SSos MIKom who was met at his office, on Tuesday, June 25, 2024, at 17.00 WIB, the forerunner of North Sumatra Pos was the Medan Express newspaper which was first published, in 1999 and has offices around Jalan Darussalam, Medan. Not long after, the name of the newspaper changed again to Medan Express. This name change was also followed by the relocation of the office from the previous one on Jalan Darussalam, moving to Jalan Guru Patimpus, Medan. The name Medan Express lasted for at least two years. On October 1, 2001, or exactly 22 years ago, Medan Express changed its name to Harian Sumut Pos, and still has an office in the same place.

Two years later, precisely two months before the third birthday of North Sumatra Post, in mid-August 2023, North Sumatra Post moved to the Graha Pena Building on Jalan SM Raja Medan, and has become a permanent office until now. In the same office, there are several other print media that also belong to the Jawa Pos Group, namely Pos Metro Medan, Metro Langkat, Pos Metro Siantar, Metro Tabagsel, Rakyat Aceh and printing, PT Medan Graindo. Over time, Pos Metro Siantar opened an office in Siantar, and the Acehnese people in Aceh. However, the printing of newspapers remains at the printing house of PT Medan Graindo.

In the midst of the current digital disruption, Asih Astuti revealed that North Sumatra Pos still exists. The current daily circulation is still in the range of 5,000 copies, with a sales percentage of 60 percent from subscriptions, and 40 percent from retail.

The plot is calculated from the distribution in the cities of Medan, Binjai, Deli Serdang, Karo, Langkat, Tebing Tinggi, Serdang Bedagai, Pakpak Bharat, Dairi, Asahan, Batu Bara, Nias, South Nias, West Nias, Samosir, Labuhan Batu, Sibolga, Toba, and Siantar-Simalungun.

To reach Nias, West Nias and South Nias, delivery is carried out by plane. So, the newspaper can arrive faster. If before, today's newspaper arrived the next day, now today's newspaper arrives today. It's just that it's not morning, but noon.

The North Sumatra Pos Daily is one of many media under the auspices of the Jawa Pos Group or *Jawa Pos News Network (JPNN)*, with the aim of existing in the newspaper scene in North Sumatra. (*ensiklopedia.kemdikbud.go.id*, accessed on, Thursday, January 18, 2024, at 13.18 WIB).

Because it is one of the media from *JPNN*, North Sumatra Pos has a wide network by providing selective news. The news is always unique and interesting. Similarly, global news is selective against a wide range of authors in important regions of the planet. It was done by some inexperienced journalists and perfected by *editors* with a professional ethos. The Newspaper Publishers Union positioned the North Sumatra Post as a *Good Media* in 2008.

The limits used to measure *Good Media* are the good use of Indonesian, not bombastic in delivering news, and the welfare of its workers, where organizations can pay rates according to regional wages.

Another institution that appreciates North Sumatra Pos is the *AC Nielsen research institute* which recorded that North Sumatra Pos is included in the category of the five most read media by urban people.

From the *Nielsen Media Research survey*, it was revealed that North Sumatra Pos readers consist of people with academy/university education (48 percent), high school (21.5 percent), junior high school (20 percent), and elementary school (10 percent). The distribution area of North Sumatra Pos in Medan City is in 21 existing sub-districts, namely Medan Amplas, Medan Area, West Medan, Medan Baru, Medan Belawan, Medan Deli, Medan Denai, Medan Helvetia, Medan Johor, Medan Kota, Medan Labuhan, Medan Maimun, Medan Perjuangan, Medan Marelan, Medan Petisah, Medan Polonia, Medan Selayang, Medan Sunggal, Medan Tembung, Medan Timur, and Medan Tuntungan.

Meanwhile, the distribution areas in the area are Mandailing Natal, South Tapanuli, Sidikalang, Berastagi, Balige, Pematang Siantar, Tebing Tinggi, Stabat, Langkat, Binjai, and Deli Serdang. (DEVI TRIANA, 2018).

The North Sumatra Pos Daily consists of 16 pages divided into two segments. Pages one-through eight are for segment one, and pages nine to 16 are for session two. Page one is a cover that contains headline news and other selected news that deserves to be published on the front page. Page one consists of five or six news stories per day, namely *headline one*, *headlines two and three*, and *sidebar* news. Page two is for the National Rubric which contains news on a national scale. Page three is the Politika rubrication, which contains national and local political news (North Sumatra). Meanwhile, pages four and five are devoted to regional news from each correspondent. The rubric is Pro North Sumatra. For page six are the news from page one. Page seven is for the Business and Economics rubric and page eight is *for the advertorial*, namely the Medan on Focus rubric. One full page for cooperation news. For example, cooperation with the Medan City Government, other local governments and private companies. From pages one to eight, there are four color pages, namely one, two, seven and eight.

The second segment of the North Sumatra Pos newspaper also consists of eight pages, namely page nine with the Metropolis rubric. The news on this Metropolis page contains all events or issues that are hot, especially for the Medan City area. Page 10 for education rubric, Freedom of Learning. The content is everything about the world of education, both from Medan, regional and national. On page 11 for entertainment rubrics, ShowBlitz. Contains news about artists and so on. Page 12 contains news connections for news on the Metropolis page. For page 13 it contains crime news according to the rubrication of *Crime To Court*. On pages 14 and 15 are for sports connoisseurs. The difference is that page 14, specifically for local sports with the rubrication of Total *Sport* and page 15, specifically for international sports. More specifically, foreign football. For lovers of football clubs that are the pride of the people of North Sumatra, PSMS is given its own rubric on page 16, namely Ayam Kinantan. Of the eight pages in this second segment of the newspaper, there are two pages that are in full *color*, namely page nine (Metropolis) and page 16 (Ayam Kinantan).

Currently, the North Sumatra Pos newspaper is sold for IDR 4 thousand/copy. Published for six days, from Monday to Saturday and Sunday, not published. According to the Managing Editor (Redpel) of North Sumatra Pos, Ade Zulfi Simatupang S.Sos, who was interviewed on Wednesday, June 20, 2024, at approximately 12.50 WIB to 15.00 WIB at his residence on Jalan Bromo, Medan Denai District, Medan City, North Sumatra, the non-publication of the newspaper on Sunday was based on efficiency considerations. Moreover, on Sundays, readers tend to be few.

2. Daily Overview of the Medan Tribune

The Medan Tribune Daily is a subsidiary of another major media group, namely Kompas. Tribun Medan is a daily newspaper with the largest circulation number one published in Tanah Deli along with Analisa, North Sumatra Pos, Pos Metro Medan, Sinar Indonesia Baru, and Waspada. This newspaper is included in the Tribun Network. Its head office is on Jalan KH Wahid Hasyim, No.37, Babura Village, Medan Baru District, Medan City, North Sumatra. This newspaper was first published with 24 pages, 14 years ago, on September 27, 2010, and carried the *headline*, "Police Akali Lamp Merah". This newspaper uses the slogan and motto, "*New Spirit of North Sumatra*".

The distribution of the Medan Tribune newspaper in addition to the Medan, Binjai and Deli Serdang or Mebidangro areas, also targets other districts/cities in North Sumatra, including Serdang Bedagai, Langkat, Binjai, Karo, Tebing Tinggi, Pematang Siantar, Simalungun, North Tapanuli, Toba, Samosir, Humbang Hasundutan, Asahan, Batubara, and Tanjungbalai.

Similar to North Sumatra Pos, Tribun Medan is also one of the media owned by the Kompas Group (KG), so its network and reach are wide.

The Kompas daily itself was first published in 1965. Since its first publication, the journey of Kompas Daily as an information media has not always been smooth. There are many challenges that must be faced until finally Kompas Daily can become an information media that continues to be trusted by the public.

From an interview conducted by the researcher with the Editor-in-Chief of Haran Tribun Medan, Iin Sholihin in his office at the Medan Tribune Daily Office, Jalan KH Wahid Hasyim, No.37, Babura Village, Medan Baru District, Medan City, North Sumatra, on Wednesday, July 10, 2024, at 14.25 WIB, currently Kompas Group has 150 media, both print, electronic and *broadcast*. The parent is Kompas Group. Meanwhile, Tribun Medan is under the auspices of Tribun *Network* and Tribun *Network* is a subsidiary/branch of the Kompas Group. Tribun *Network* itself has 70 media units with local and national coverage, each of which stands independently from Aceh to Papua. Of these 70 media, 21 of them are print media and the Medan Tribune is one of them. The biggest expansion of Tribun *Network* is that in every provincial capital there must be a media/network. Currently, the price of the Medan Tribune newspaper has increased by IDR 1,000 from IDR 2,000 to IDR 3,000 as of July 1, 2024. When there is exclusive news, the Medan Tribune increases the number of prints to a maximum of 12 thousand copies. The sale of this newspaper must be calculated properly because it is to cover *the* cost of production.

On the other hand, the coverage coordinator of the Medan Tribune Daily, Tengku Agus Khaidir, who was met at his office at the Medan Tribune Daily, Thursday afternoon, June 27, 2024, at around 14.00 WIB, initially the Medan Tribune Daily had an office on Jalan Gatot Subroto, Medan, precisely in front of Berastagi Supermarket. Operations at the office have been running for about two years, while waiting for the Kompas Gramedia Building (the current office of the Medan Tribune Daily), to be completed. After the completion of construction, in 2012, all operations of the Medan Tribune Daily were moved to a new office on Jalan KH Wahid Hasyim, Medan. In addition to the Medan Tribune Daily, there are three other media outlets that have offices in that place, namely TribunMedan.com, Kompas Daily

and Kompas TV.

Currently, the Medan Tribune newspaper contains 12 pages. It is 12 pages less than the Medan Tribune newspaper at the beginning of its publication of 24 pages. According to Tengku Khaidir, this condition is also experienced by other print media in Medan. High production costs and the proliferation of digital media. Even so, the Medan Tribune is still *in full* publication in a week, from Monday to Sunday. The difference is, if Monday to Saturday, the Medan Tribune is published with 12 pages, for Sunday only eight pages are published. This has only happened one month ago. The selling price of the Medan Tribune newspaper is IDR 3,000. The current circulation is around 7,500 per day. In contrast to the North Sumatra Post Daily, whose sales figures are mostly from subscriptions rather than retail, Tribun Medan has more than retail around 60 percent, while subscriptions are only 40 percent. The Medan Tribune was filled with a composition of special Medan journalists, there were 10 people, two of whom were *photographers*. Meanwhile, there are 18 regional correspondents.

The Medan Tribune newspaper consists of two segments, namely page one (*cover*) to page eight. On page one, at least five news stories are filled, headlines one, two and three and news that is considered worthy of being published on the page. On page two of the Inter Nas rubric, it contains international and national news. Furthermore, on page three, it is intended for economic-business segmentation and trending ones with the page name *TrendBiz*. On page four for community rubrics, *Smart Communities*, while on page five specifically for political news, mainly about the implementation of regional head elections, namely Mata Lokal Mevoh. Crime news is placed on page six with the Medan Life rubric, and page seven is a continuation of page one. Hot events and issues around the city of Medan are placed on the eighth page, *Kesawan Square*. Then, in the second segment, it consists of four pages, namely nine to 12. Page nine itself is filled with news from regional correspondents. The rubric of the page is the North Sumatra Tribune. The same is true for page nine, also to contain regional news with the North Sumatra Region rubric. The local sports rubric is on page nine, North Sumatra *Sport* and for foreign football lovers, please read it on the last page, which is 12 with the Super Ball rubric. Of the 12 existing pages, eight are *full color pages*, namely pages one (cover), three, four, five, six, eight, nine and 12. While the other four pages are black and white or *black and white*, namely two, six, 10 and 11.

3. Results

This study documented six news *headlines* in two print media (North Sumatra Post and Medan Tribune) in the period of May-June 2024. This time frame was chosen to show the existence of the selection of news *headlines* carried out by the *gatekeepers* of the two media in an effort to maintain their performance. Meanwhile, the six selected news consisted of two news *headlines* with the highest circulation in May and June and one *headline* news with the lowest circulation during May and June published in the North Sumatra Post Daily, as well as *headline* news in the Medan Tribune. Two headline news in May and June with the highest performance, and one *headline* news with the lowest performance in the May-June 2024 range. *The headlines* of these news were chosen because they could give an idea of whether they were of interest or not by readers and the results obtained.

1. *The headline* of the North Sumatra Post news with the highest circulation in May, namely the Monday edition of May 13, 2024 with a circulation of 5,255 copies. The title raised was Flash Flood Hit 3 Regencies/Cities, 41 People Died. WEST SUMATRA IS GRIEVING AGAIN.



Figure 1. *Headline of the North Sumatra Post Daily, Monday edition, May 13, 2024. (The full news is in the attachment, Source: North Sumatra Post).*

Table 1. *Analysis of the headline news of North Sumatra Pos, Monday Edition, May 13, 2024. (Source: processed by researchers)*

News Headline	Flash Floods Hit 3 Regencies/Cities, 41 People Died. WEST SUMATRA GRIEVES AGAIN
Publication Date	Senin, 13 May 2024
Number of Oplah	5.255 eksemplar
News Content	National Event News: About the flash flood that hit three districts/cities in West Sumatra, namely Agam and Tanah Datar and Padang Panjang City, Saturday night (11/5/2024), and resulted in the death of 41 people. Head of the Disaster Data, Information and Communication Center of the National Disaster Management Agency (BNPB), Abdul Muhari, stated that the 41 victims who died, 19 of them were from Agam Regency, 15 people from Tanah Datar Regency and seven people from Padang Panjang City. In this news, it was also told about the entourage of the Governor of West Sumatra, Mahyeldi Ansharullah who was almost buried by a landslide on the Sitinjau Lauik route, Sunday (15/5/2024), after reviewing flash floods in Tanah Datar Regency.
Nature of Events	Unexpected News Natural disasters can occur anytime and anywhere, without being predictable.
Writing Style	<i>Straight News/Hard News:</i> the latest events are supported by factual data.

2. The highest circulation of the North Sumatra Post Daily, in June 2024 as many as 5,460 copies, namely raising the issue of the North Sumatra Regional Elections, with the title, "Golkar Party Officially Supports Bobby in the North Sumatra Gubernatorial Election, Ijeck is Considered More Feasible", which was published on Thursday, June 20, 2024.



Figure 2. *Headline of the North Sumatra Post Daily edition on Thursday, May 20, 2024. (the full news is in the attachment, Source: North Sumatra Post).*

Table 2. *North Sumatra Post headline news analysis, Saturday Edition, June 20, 2024. (Source: Researcher's preparation)*

News Headline	Golkar Party Officially Supports Bobby in North Sumatra Gubernatorial Election, IJECK IS CONSIDERED MORE FEASIBLE
Publication Date	Thursday, 20 June 2024
Number of Oplah	5.460 eksemplar
News Content	National/Local Political News In this news, it is stated that if the Golkar Party officially supports Bobby Nasution, the Mayor of Medan who is also the son-in-law of President Joko Widodo as a candidate for Governor of North Sumatra in the 2024 North Sumatra Governor Election. This support is evidenced by the submission of a decree (SK) of support to Bobby Nasution by the Chairman of the Golkar Party, Airlangga Hartarto, in Jakarta, on June 19, 2024. However, North Sumatra Pos takes a different angle and is considered to be able to attract the interest of readers, namely by raising the main issue, Musa Rajekshah or Ijeck is considered more feasible. This opinion was taken from North Sumatra political observer, Rafriandi Nasution. He said, in any aspect, Ijeck is more worthy of being carried as a candidate for Governor of North Sumatra, than Bobby Nasution. Ijeck's closest achievement as Chairman of the North Sumatra Golkar Party DPD is to succeed in increasing the votes of the Golkar Party at all levels, districts/cities, provinces and the central government.
Nature of Events	Expected News This news resulted from a press conference held by the Chairman of the Golkar Party, Airlangga Hartarto, accompanied by the Golkar Party DPP administrator, Ijeck and also Bobby Nasution in Jakarta, on June 19, 2024.
Writing Style	<i>Straight News dan Explanatory News</i> In addition to the latest or actual news, this news also explains about the political constellation that will occur within the North Sumatra Golkar Party.

3. In the Saturday edition, June 8, 2024, the North Sumatra Post Editor chose news about the

People's Housing Savings Program. This edition is the lowest contributor of circulation during May-June 2024, which is 4,108 copies.



Figure 3. *Headline* of the North Sumatra Post Daily edition on Saturday, June 8, 2024. (the full news is in the attachment, Source: North Sumatra Post).

Table 3. Analysis of *the headline* news of North Sumatra Pos, Saturday Edition, June 8, 2024. (Source: Researcher's preparation)

News Headline	Government Absorbs Public Aspirations Until 2027, TAPERA CONTINUES TO WALK
Publication Date	Saturday, June 8, 2024
Number of Oplah	4.108 eksemplar
News Content	<p>National Economic News</p> <p>This news discusses the government's economic policy regarding the People's Housing Savings Program or Tapera. Despite the opposition, the government still insists on running the program. According to the Minister of Public Works and Public Housing, Basuki Hadimuljono, the policy will only be enforced in 2027, after it is passed in law.</p> <p>Director General of Treasury of the Ministry of Finance, Astera Primanto Bhakti explained, Tapera contributions will be imposed on three sectors, namely the State Civil Apparatus (ASN), TNI/Polri, and independent employees. The ASN and TNI/Polri sectors are regulated based on the Regulation of the Minister of Finance, the worker sector is regulated based on the Regulation of the Minister of Manpower, and independent workers are determined through the basis of BP Tapera regulations.</p>
Nature of Events	<p>Expected News</p> <p>This news is a continuation of the previous news, but with a more in-depth description.</p>
Writing Style	<p><i>Indepth News</i></p> <p>This news contains in-depth coverage of previous news by presenting relevant sources directly. In addition to the Minister of PUPR, the Director General of Treasury of the Ministry of Finance, the Chief of Presidential Staff was also asked for his statement on the housing polemic for private workers from the Tapera Program.</p>

4. In the Medan Tribune newspaper, the news headline that was able to reap the biggest blow in May 2024 was the Tuesday, May 14, 2024 edition, with the title Judge Tipikor Naik Pittam During the SYL Trial. The number of copies achieved was 17,221 copies.



Figure 4. *Headline* of the Medan Tribune Daily edition on Tuesday, May 14, 2024. (the full news is in the attachment, Source: Medan Tribune)

Table 4. Analysis of the *headline* news of the Medan Tribune, Tuesday Edition, May 14, 2024. (Source: Researcher's preparation)

News Headline	Judge Ti Thought of Getting Angry During SYL Trial
Publication Date	Tuesday, 14 May 2024
Number of Oplah	17.221 eksemplar
News Content	National Legal News In this news, it was told when the Chairman of the Panel of Judges of the Jakarta Corruption Court, Rianto Adam Pontoh, was emotional when asking about the nominal amount of money given by echelon I officials of the Ministry of Agriculture to the suspect, former Minister of Agriculture, Syahrul Yasin Limpo or SYL, at the hearing, Monday, May 13, 2024. The official of the Ministry of Agriculture who was questioned was the Director General of Infrastructure and Facilities who was a witness, namely Ali Jamil Harahap. The Chairman of the Panel of Judges was upset because the Directors General of the Ministry of Agriculture tried to hide the nominal amount of money that was 'mandatory' to be deposited to SYL. In the trial, it was also revealed that there was a threat of dismissal if the Directors General did not comply with the request of SYL, while still serving as Minister of Agriculture.
Nature of Events	Expected News The news of the trial is usually scheduled or scheduled.
Writing Style	<i>Straight News</i> Although this is a follow-up to the case that was revealed earlier, this is still news based on factuality because it tells the trial process.

5. The Medan Tribune Daily edition on Friday, June 14, 2024, carries the title, Hasto Staff Reports KPK Investigators to the Criminal Investigation Department. This edition is the

largest contributor to the Medan Tribune for June 2024 with 18,342 copies.



Figure 5. *Headline* of the Medan Tribune Daily edition on Friday, June 14, 2024. (the full news is in the attachment, Source: Medan Tribune).

Table 5. Medan Tribune headline news analysis, Friday Edition, June 14, 2024. (Source: Researcher's preparation)

News Headline	Hasto Staff Reports KPK Investigators to the Criminal Investigation Branch
Publication Date	Friday, 14 June 2024
Number of Oplah	18.342 eksemplar
News Content	<p>National Legal News</p> <p>This news contains the offense of Kusnadi, a staff member of the Secretary General of the PDI-P, Hasto Kristianto, during an examination at the KPK, Jakarta, Monday, June 10, 2024. At the examination, Kusnadi and Hasto Kristianto were witnesses in the case of alleged bribery of former members of the Indonesian House of Representatives with the suspected PDI Perjuangan candidate, Harun Masiku. During the examination process at the KPK, Kusnadi felt intimidated by the search and confiscation of his personal belongings and Hasto Kristianto's cellphone held by KPK investigator, Kompol Rossa Bekti.</p> <p>The report of Kusnadi, Hasto Kristianto's staff to the Criminal Investigation Branch of the National Police was carried out on Thursday, June 13, 2024, three days after the examination process at the KPK.</p>
Nature of Events	<p>Expected News</p> <p>The report of Kusnadi, Hasto Kristianto's staff is already known, because there is a time span from the examination process at the KPK and reporting at the Criminal Investigation Branch of the National Police.</p>
Writing Style	<p><i>Straight News dan Explanatory News</i></p> <p>This news is a continuation of the examination of the Secretary General of PDI Perjuangan, Hasto Kristianto and his staff, Kusnadi at the KPK. Although the news is continuous, it is still based on actuality because it contains news reporting to the Criminal Investigation</p>

	Department. <i>The explanatory news</i> is an alleged intimidation by KPK investigators against Kusnadi.
--	----------------------------------------------------------------------------------------------------------

6. *The headline news* of the Medan Tribune that is the quietest for enthusiasts or readers in mid-May-June 2024 also comes from the national edition, namely the Sunday edition, May 5, 2024, with the title *Who Wants to Become an ASN in IKN?* *This headline news* only produced a circulation of 12,511 copies.



Figure 6. Daily Headline of the Medan Tribune Sunday edition, May 5, 2024. (the full news is in the attachment, Source: Medan Tribune).

Table 6. Analysis of the *headline news* of the Medan Tribune, Sunday Edition, May 5, 2024. (Processed by the researcher)

News Headline	WHO WANTS TO BECOME AN ASN IN THE IKN? Government Opens Formation of 14,114 CPNS and 57,529 PPPK
Publication Date	Sunday, 5 May 2024
Number of Oplah	12.511 eksemplar
News Content	National Informative News In this news, it is explained that the government opens the widest possible opportunities for people who want to become State Civil Apparatus (ASN) and Government Employees with Employment Agreements (PPPK) with placement in the State Capital (IKN). Registration will open in June or early July 2024. For its placement in the IKN, among others, in the Ministry of Health, Education, the Ministry of Home Affairs and other ministries. CASN receipts are 71,643 formations, with details of 14,114 civil servants and 57,529 PPPK. Minister of Internal Affairs, Abdullah Azwar Anas guarantees that the CASN selection will uphold the values of transparency and accountability, so that there is little chance of fraud, let alone insider deposits. However, in general, the Minister of Internal Affairs explained, for the entire recruitment of CPNS throughout Indonesia, there are 2.3 million formations.
Nature of Events	Expected News Based on the press statement of the Minister of Internal Affairs at the

	Communication and Informatics Office, Jakarta.
Writing Style	Straight News Latest or actual, written briefly, concisely and to the point.

DISCUSSION

1. The news of the flash flood that hit three districts/cities in West Sumatra was chosen by the editor of the North Sumatra Post Daily to be the *headline* of the Monday edition, May 13, 2024, based on the consideration of the value of the news contained in it, namely actuality. The events that occurred are the latest events. In addition to the value of actuality, this news also has an element of proximity. West Sumatra Province is a neighboring region of North Sumatra. The impact of the flash floods that hit three districts/cities in West Sumatra was quite significant, resulting in casualties. It was recorded that there were 41 people who died. Another news value that is no less important is *human interest*. The number of casualties caused by flash floods has touched many parties. With the four values contained in this news, it is appropriate if the flash flood event that hit three districts/cities in West Sumatra with 41 victims was used as a *headline* by the editor of North Sumatra Pos. However, this news was delayed because every Sunday, North Sumatra Post was not published. This incident itself occurred, on Saturday night, May 11, 2024. This news was taken from other media owned by the Jawa Pos Group (JPG), coupled with an interview by a North Sumatra Post reporter with a North Sumatran political observer.

2. North Sumatra Pos, in its edition on Thursday, June 20, 2024, raised the issue of the 2024 North Sumatra Regional Head Election (Pilkada). The title raised was Golkar Party Officially Supports Bobby in the North Sumatra Gubernatorial Election, Ijeck is Considered More Feasible. In this edition, the number of copies obtained by North Sumatra Post is the highest in June 2024, as many as 5,460 copies.

This news is national-local news. National news, because it is a decision issued by a political party at the central level and was directly conveyed (press conference) by the Chairman of the Central Leadership Council (DPP) of the Golkar Party, Airlangga Hartarto. The value of *proximity* or proximity is to discuss the contestation of the North Sumatra Regional Elections. In addition to *proximity*, another news value is actuality. As soon as the DPP issued a decree appointing Bobby Nasution as a figure to be carried in the North Sumatra Regional Elections, it was immediately announced to the public. Fame or personality is also an important consideration, where Bobby Nasution who will be carried is the son-in-law of the President, Joko Widodo, who is also the Mayor of Medan. At the same time, the Chairman of the Regional Leadership Council (DPD) of the North Sumatra Golkar Party, Musa Rajekshah is a figure who is no less famous than Bobby Nasution. In addition to the Chairman of the North Sumatra Golkar Party DPD, the man who is usually called Ijeck is also the former Deputy Governor of North Sumatra (Deputy Governor) for the 2018-2023 period.

The decision of the Golkar DPP to carry Bobby Nasution in the 2024 North Sumatra Regional Election is also predicted to have a major impact on the North Sumatra people's party contest itself. Bobby is predicted to win the Regional Election and sit as the Governor of North Sumatra for the 2024-2029 period. Another value in the news of Bobby Nasution's appointment is that it is predicted to cause conflicts, especially within the North Sumatra Golkar Party. It is undeniable that Ijeck has loyalists in the Golkar Party. These loyalists may

not accept the decision of the Golkar Party DPP which instead appointed Bobby Nasution instead of Ijeck himself.

From the values contained in this news, the editor of North Sumatra Post considers it appropriate if this news is used as a *headline*. The proof is that the North Sumatra Pos edition that contains this news is the most read by the public with the highest circulation in June 2024. This news was taken from *the Jawa Pos News Network* (JPNN) News Room.

3. In the May-June 2024 edition, *the* headline of the North Sumatra Post news titled, Saturday, June 8, 2024, became the least popular among readers, as evidenced by the lowest circulation, only around 4,108 copies. The title raised is the Government Absorbs Public Aspirations Until 2027, TAPERA JALAN TERUS.

Although this is an issue that concerns the interests of the public, namely private workers, the emergence of this discourse immediately received a negative response from the audience. The government's policy of housing for private workers is considered unpopulist and causes conflict. This is because the impact will be felt by private workers whose income is mediocre. Although the value of this news is sufficient to be used as a *headline*, in fact it is not able to boost the North Sumatra Post movement. In fact, the oplah sold is still below the average daily oplah obtained by North Sumatra Pos. News is taken from various sources (bbs). That is, from a number of online media that reported on the issue.

4. *Gatekeeper* of the Medan Tribune, in its edition on Tuesday, May 14, 2024, raised news with national coverage regarding the alleged corruption of the former Minister of Agriculture, Syahrul Yasin Limpo or SYL. The title is Corruption Judge Naik Pittam during the SYL Hearing. This news has attracted quite a lot of public attention. In addition to the case, the figure of Syahrul Yasin Limpo who is a state official is a special attraction. The trial undertaken by SYL is also the latest development of the continuation or *progress of* the legal process of the case. The impact of the case that ensnared SYL is also quite large, because it involves many parties. Starting from echelon officials at the Ministry of Agriculture to artists, including SYL's own family. This is because the money allegedly corrupted was used by SYL's family. At the trial, it was also revealed that there had been an internal conflict among echelon officials at the Ministry of Agriculture. Each of them covered each other's nominal amount of money requested by SYL, and it was revealed at the trial. Because it involves a minister who is also a high-ranking political party, the development of this case continues to be a public concern that awaits the end of the trial and the verdict that SYL will receive. From this analysis, it is appropriate that the editor of the Medan Tribune placed this news as a *headline*, and it has proven to sell well in the market and become the highest sales figure in May 2024, with a circulation of 17,221 copies. This news was taken from *Tribun Network*.

5. Similar to the edition of Tuesday, May 14, 2024, the Friday edition of the Medan Tribune newspaper, June 14, 2024, also contains *headlines* from national news that raise the value of personalities, namely the Secretary General (Secretary General) of the Indonesian Democratic Party of Struggle, Hasto Kristianto, in the vortex of the alleged bribery case of interim replacement (PAW) of former member of the Indonesian House of Representatives, Harun Masiku which is handled by the Corruption Eradication Commission (KPK). *This headline* news is quite in demand by readers in North Sumatra, as evidenced by the number of copies sold as many as 18,342 copies. However, this news raises another issue (*angle*) from the examination process of Hasto Kristianto at the KPK, namely his staff, Kusnadi, who is also a witness in a similar case, feels intimidated by KPK investigators. The title raised was

Hasto Staff Report KPK Investigators to Bareskim.

The case of Harun Masiku itself has not been completed until now, because Harun Masiku has not been caught. This case is considered to have a major impact on the political and legal constellation in Indonesia, because it allegedly involves many parties and party elites, especially the ruling party. This news was taken from *Tribun Network*.

6. The *gatekeepers* of the Medan Tribune chose the news about the recruitment of State Civil Apparatus (ASN) who will be placed in the National Capital City (IKN) for the Sunday, May 5, 2024 edition. The title, Who Wants to Become an ASN in IKN?

This news is informative on a national scale. This news concerns the interests of many people. This is because becoming an ASN in Indonesia is the most in-demand option. Although it is of interest to many people, unfortunately the interest in this news is not too large, especially in North Sumatra. The proof is that the Medan Tribune print in this edition was the worst in mid-May and June 2024, with only 12,511 copies produced. This news came from *Tribun Network*, which is also the Kompas Group.

CONCLUSION

Based on the results of research conducted on the strategy and selection of *headline news* in the North Sumatra Post Daily and Medan Tribune, in mid-May-June 2024, both the editors of the North Sumatra Pos Daily and the Medan Tribune both implemented the news coverage planning process through a projection meeting, and the determination of the selected news to be used as a headline was agreed upon at the budget meeting.

In the selection of *headline news*, the *gatekeepers* of the North Sumatra Pos Daily and the Medan Tribune always prioritize the value of news, be it *proximity*, personality or fame, issues related to the public interest, and others. Both also rely on in-depth coverage. The difference is that North Sumatra Pos does rely on local issues or events and news *angles* that are different from other media, while the Medan Tribune relatively chooses national issues involving public figures or state officials. From this side, North Sumatra Post is also able to gain significant success if it prioritizes local issues or events, and national news becomes less in demand. On the other hand, *headline news* that contains national issues of the Medan Tribune is in great demand by readers in North Sumatra.

In the process of determining headline news, both North Sumatra Pos and the Medan Tribune both involve other divisions or sections. The difference is, North Sumatra Pos makes input from other divisions or sections for the process of determining the next headline news, while *Tribun Medan* makes input from other divisions or fields as a location to add marketing. The determination of headline news is entirely decided by the *gatekeepers*.

In relation to digital developments, both *online* and social media, North Sumatra Pos and *Tribune Medan* both use news or issues that are developing as a reference, but the analysis carried out will be more in-depth. Both also have a wide network, so they are not overwhelmed in the supply of news that will be chosen to be the *headline*. North Sumatra Pos with its *Jawa Post News Room*, while *Tribun Medan* through the *Tribun* or *Tribun Network*.

REFERENCES

DEVI TRIANA. (2018). UNIVERSITAS SUMATERA UTARA Poliklinik UNIVERSITAS SUMATERA UTARA. *Jurnal Pembangunan Wilayah & Kota*, 1(3), 82–91.

Dudi Sabil Iskandar, *Keruntuhan Jurnalisme*, (Lentera Ilmu Cendekia, Jakarta Pusat, 2015)

Faustyna, *Metode Penelitian Kualitatif Komunikasi (Teori dan Praktek)*. (Medan, UMSU Press, 2023)

Kuncoro, W. (2022). Hirarki Pengaruh Dalam Penentuan Kebijakan Redaksional Harian Bhirawa. *Representamen*, 8, 92–107.

Kustiawan, W., Siregar, F. K., Alwiyah, S., Lubis, R. A., Gaja, F. Z., Pakpahan, N. S., & Hayati, N. (2022). Komunikasi Massa. *Journal Analytica Islamica*, 11(1), 134. <https://doi.org/10.30829/jai.v11i1.11923>

Lisa, E., Nim, E., & Nim, E. (n.d.). *KEBIJAKAN REDAKSI DALAM SELEKSI DAN PUBLIKASI BERITA PADA TAYANGAN “ WARTA CITIZEN JOURNALISM ”RUAI TV Oleh : * Email : elisabethlisa@student.untan.ac.id I . Mahasiswa Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Tanjung. 519–533.*

Nugu, M. W., Manafe, Y. D., & Swan, M. V. D. P. (2020). Media Baru dalam Konstruksi Jurnalis Media Cetak. *Jurnal Communio : Jurnal Jurusan Ilmu Komunikasi*, 9(2), 1601–1612. <https://doi.org/10.35508/jikom.v9i2.2765>

Nurhalim Tanjung, *Tesis, Kebijakan Editorial Surat Kabar Harian Medan Bisnis dalam Pemberitaan Masalah Ekonomi dan Bisnis*. (Medan, UMSU, 2015)

Rasyid, A., Fakultas, D., Sosial, I., & Sumatera, U. I. N. (2019). Surat Kabar Kota Medan Era 4.0. 6(2), 127– 137.

Valdiani, D. (2018). Saluran Komunikasi Massa Sebagai Penyampai Pesan Pembangunan Bagi Masyarakat. *Media Bahasa, Sastra, Dan Budaya Wahana*, 1(10), 86–98. <https://doi.org/10.33751/wahana.v1i10.655>

https://ensiklopedia.kemdikbud.go.id/sastra/artikel/Sumut_Pos | Ensiklopedia Sastra Indonesia - Badan Pengembangan dan Pembinaan Bahasa, Kementerian Pendidikan dan Kebudayaan Republik Indonesia (dikutip, Kamis, 18 Januari 2024, pukul 13.18 WIB)

<https://www.fortuneidn.com/tech/eko-wahyudi/disrupsi-digital-adalah-pengertian-dampak-dan-cara-menghadapinya?page=all> (diakses, Senin, 11 Maret 2024, pukul 16.18 WIB, penulis: Eko Wahyudi)

<https://kumparan.com/berita-terkini/sinonim-tiras-lengkap-dengan-pengertian-1zTEILOYAGa/full> (diakses, Senin, 11 Maret, pukul 15.47 WIB, konten dari pengguna, penulis Kumparan)

