

ABSTRACT

The rapid development of daring media greatly affects the world of journalism, which will result in the quality of information that can be disseminated and consumed by a wide audience and can also threaten the existence of print media. In this case, if the print media wants to maintain its existence, there needs to be an innovation breakthrough that can increase the public's interest in the print media rather than in daring media. The purpose of this study is to determine whether there is an effect of daring media progress on the existence of print media on the Bogor Radar Newspaper and how much influence daring media progress has on the existence of print media on the Bogor Radar Newspaper. The research method used in this study is quantitative survey. The research paradigm used by researchers is the positivist paradigm. The researcher conducted a survey by distributing questionnaires through Google Forms. Based on the test results, it was found that there was a correlation between the Daring Media Progress (X) variable and the Print Media Existence (Y) with a positive sign, indicating that the correlation occurred was a positive (not negative) correlation and a moderate degree. Data changes (or variations) occurring in the Print Media Existence (Y) variable are 26.1% of which are explained/explained by data changes occurring in the free variable.

Keywords: *Print Media, Bogor Radar Newspaper, Daring Media Existence, Daring Media Progress*