

ABSTRACT

Convergence has now become a way for a newspaper to maintain its existence in the middle of the incessant development of the internet. The establishment of Republika Online on 17 August 1995 marked the start of convergence that caused changes in various aspects of Republika. This study aims to determine the implementation of convergence carried out by Republika based on five dimensions of Rich Gordon (2003). The dimensions are ownership convergence, tactics convergence, structure convergence, information gathering convergence, and presentation or storytelling convergence. This study used a qualitative research method, constructivist paradigm, and qualitative-descriptive research.

Based on the results of the study, Republika implements convergence because of the technological transformation that pushed the media to enter the digital world. The explosion of digital transformation has made a change in the community, as a media that wanted to continue to maintain their existence, Republika read these change, where people today want fast-paced information. Industry demands also make Republika not only make writing as superior content, Republika also has to distribute information in various formats. The conclusion of this study is Republika has applied all dimensions of convergence even though there are several obstacles experienced during this convergence process. Evaluation needs to be carried out in several ways such as reviewing the effectiveness of the newsroom system, adding competent resources to increase the quantity and quality of information presented in various formats such as video and infographic.

Keywords: Media Convergence, New Media, Republika.