

## **ABSTRACT**

*The newspaper industry has now entered a new challenge since new media appeared in the world of information and communication technology development. The use of online media networks by the Pikiran Rakyat newspaper is used as an effort to converge in the digital era. Where at first, Pikiran Rakyat newspaper only focused on disseminating news information through printed newspaper.*

*This study aims to find out how the adaptation of Pikiran Rakyat newspaper to the presence of the online media. This research uses a qualitative approach, with a case study method. Data collection was done by interview and observation. Qualitative research aims to describe in depth about how the use of online media networks by the Pikiran Rakyat newspaper as an effort to converge.*

*The result of this research is that the Pikiran Rakyat newspaper doing convergence by using convergence according to Dailey, Demo, and Spillman including, cross promotion, cloning, and content sharing. Of the three convergence carried out by the Pikiran Rakyat newspaper, it is an effort to maintain the existence of newspapers in the digital era. Next, the convergence effort still needs to make the best use of digital media so that it can converge properly.*

**Keywords:** *convergence, newspapers, online media, Pikiran Rakyat newspaper,*