

ABSTRACT

Conventional media, especially print, is among the sectors affected by digital disruption. The shift to digital media has pushed media companies, including local media, to transform their business approach. Pikiran Rakyat is a local media based in West Java. The changes in industry pushed Pikiran Rakyat to develop a new approach to gain revenue. However, changes in the business model have led to new challenges for media in maintaining their journalism performance. This study aims to identify the business approach adopted by Pikiran Rakyat, in particular in the digital era, and examine its implications for journalism performance. Using a qualitative case study method, data were collected through in-depth interviews, observation of Pikiran Rakyat's online news portal and social media, and documentation. The findings show that Pikiran Rakyat revenues come from advertising, sponsored content, ePaper subscriptions, event organizing, training services, media handling, Pikiran Rakyat Media Network (PRMN), and social media. Through this business approach, Pikiran Rakyat strives to maintain their journalism performance by ensuring accuracy, depth of information, relevance, and independence.

Keywords: *Local Media, Pikiran Rakyat, Digital Era, Business Approach, Journalism Performance*