

BUSINESS MANAGEMENT STRATEGY ON NATIONAL NEWS

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Abstract

National news is one of the mass media products that has an important role in conveying information to the public. In the production process, national news requires the right business management strategy in order to produce quality products and meet market needs. This study aims to examine business management strategies in national news. This study used qualitative research methods. Data collection techniques in this study were carried out with literature studies obtained from Google Scholar by exploring journals, books and other information relevant to the research. The data that has been collected is analyzed using three stages, namely data reduction, data presentation and conclusions. The results showed that business management strategies in national news can be grouped into two, namely content management strategies and marketing management strategies. Content management strategies in national news include selecting news topics, writing news, editing news, publishing news. While marketing management strategies in national news include news promotion, online marketing and offline marketing. With the right business management strategy, national news can improve its quality, readership, revenue, and image.

Keywords: Strategy, Business Management, National News

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International



INTRODUCTION

In the era of globalization, competition is increasing In various sectors, this is because people are faced with many choices in choosing and accessing entertainment or news. This situation has an impact on the competition of national news media. National news refers to reports or coverage that includes events and events of a national nature, meaning that news occurs at the national level in a country. This coverage highlights important and relevant issues that affect society at large, such as political, economic, social, cultural, and other important events that have an impact on the national level. National news coverage is often presented by mass media, such as television stations, newspapers, online news sites, and other media outlets (Nazhira et al., 2016).

National news is one form of mass media that plays a major role in conveying information to the public. The process of producing national news involves not only the provision of actual information from various fields, but also requires the implementation of appropriate business management strategies. This strategy is necessary so that every

aspect of compiling, editing, and delivering news can meet the desired quality standards and match market needs.

Strategic management is the practice of managing the resources of an enterprise with the aim of achieving predetermined targets and objectives. The management of the company's resources has a crucial role in the possibility of growth and development of the company, especially considering the ever-changing business growth patterns. The strategic management process covers a number of aspects within the company, including the determination of specific goals and objectives, analysis of competitors in similar industries, evaluation of internal factors of the company, as well as the assessment of the company's strategic performance. This is done to ensure that every strategy taken can run effectively and smoothly (Effran et al., 2023). By implementing effective business management strategies, national news can provide high-quality and relevant information to audiences, so as to meet the expectations of readers or viewers, and remain competitive in an increasingly competitive information market.

Previous research by Saepudin (2018) examined the marketing strategy of Islamic banking in Banyumas. Another study by Putri (2023) examines marketing strategies and business management assistance for cracker small business groups in Kenjeran, Surabaya City. The absence of research on business management strategies in national news is a novelty in this study. The limitation of this study is national news on mass media online news sites. This study aims to examine business management strategies in national news.

RESEARCH METHODS

This study used qualitative research methods. According to (Moleong, 2017) qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perception, motivation, action and others holistically and by means of description in the form of words and language, in a special natural context by utilizing various natural methods. The subjects of this study were Kompas.com and Detik.com. Data collection techniques in this study were carried out with literature studies obtained from Google Scholar by exploring journals, books and other information relevant to the research. The data that has been collected is analyzed using three stages, namely data reduction, data presentation and conclusions.

RESULT AND DISCUSSION

Business strategy is a model that links marketing strategy to strategic direction in general. It maps product-market strategies – i.e., market penetration, product development, market development and diversification – on matrices that show existing products versus new products along one axis and existing markets versus new markets along another axis (Putri, 2023). Strategic Management aims Isnaini (2022):

1. Implement and evaluate selected strategies effectively and efficiently.
2. Assess performance, review the situation, and make adjustments and corrections if there are deviations in the implementation of the strategy.
3. Constantly update the strategy to align with changes in the external environment.
4. Re-evaluate existing business strengths, weaknesses, opportunities, and threats.
5. Innovating products to always be in accordance with consumer preferences.

The benefit of Strategic Management is that it provides a framework for solving strategic problems in the company, especially those related to competition. Thus,

managers are invited to think creatively and strategically (Sidiq, 2015). The magnitude of this benefit is also utilized in the national news mass media. National News is broadcast in various forms of media such as television, radio and the focus of research this time is national news on online news sites (Lestari et al., 2018).

An online news site is an online platform where actual information is presented in various formats, such as articles, videos, images, and text, which can be accessed by users over the internet. Online news sites provide news reports on current events from various fields such as politics, economics, entertainment, sports, health, and other topics. Its existence allows internet users to access information and stay up to date regarding events happening around them. Here is an example of an online news site:

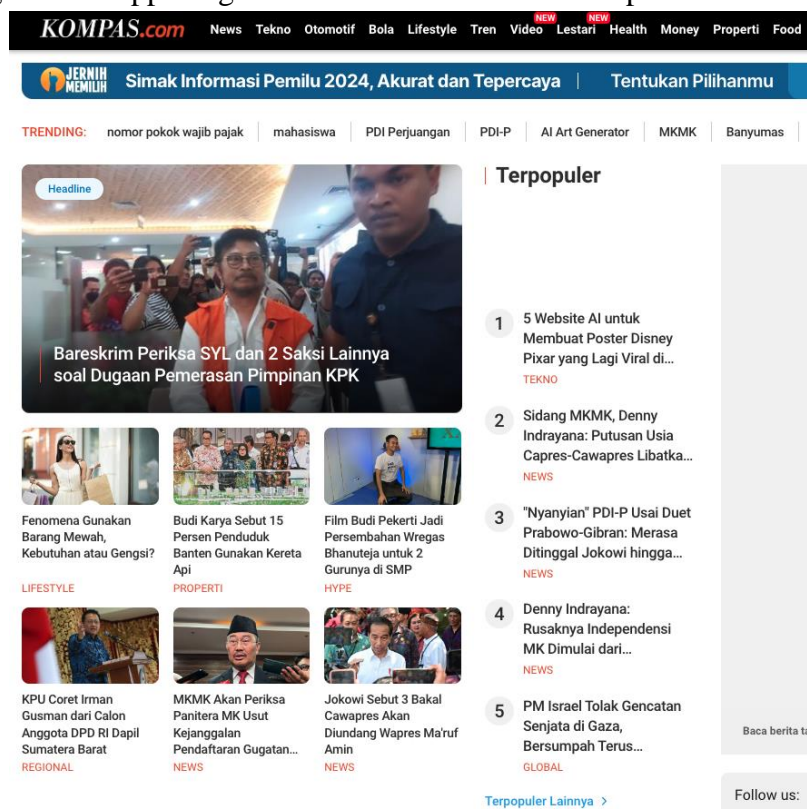


Figure 1. National News Media Kompas

Launching from the kompas page, Kompas.com is a pioneer among online media platforms in Indonesia, first present on the internet on September 14, 1995 under the name Kompas Online. At first, Kompas Online or KOL, which was accessed through kompas.co.id, presented replicas of Kompas newspaper articles on that day. The aim is to provide services to Kompas daily readers in hard-to-reach areas through the regular Kompas distribution network. With the presence of Kompas Online, especially in eastern Indonesia and abroad, readers can enjoy Kompas daily on the same day without having to wait for several days.

In an effort to improve services, in early 1996, the address of Kompas Online was changed to www.kompas.com. With this new address, Kompas Online is increasingly popular among loyal readers of Kompas who are abroad. Realizing the huge potential of the digital world, Kompas Online evolved into a separate business unit under PT Kompas

Cyber Media (KCM) on August 6, 1998. Since then, Kompas Online is more commonly referred to as KCM. During this time, KCM visitors not only get a daily replica of Kompas, but also the latest news throughout the day. The number of KCM visitors soared along with the growth of internet users in Indonesia (Margianto & Syaefullah, 2012). Accessing information from the internet becomes an inseparable part of everyday life. The digital world continues to evolve over time, and KCM is adapting.

On May 29, 2008, this news portal changed its name to Kompas.com, returning to the Kompas brand which has been known as a media that presents meaningful journalism. Several new news sections were added, and the productivity of news presentation was improved to provide readers with current and up-to-date information. The rebranding Kompas.com aims to establish itself as a reference for quality journalism amid the flow of unclear information (Eddyono, 2020). Another popular national news media is Detik.com, here is the appearance of the website:

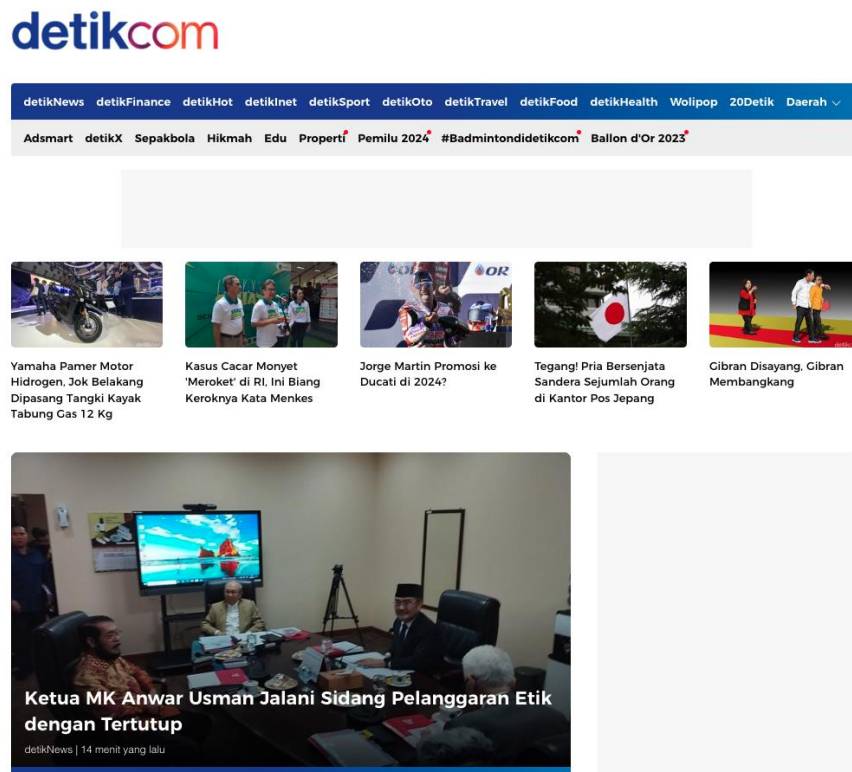


Figure 2. National News Media Detik.com

detik.com news site is the result of the work of PT Agranet Multicitra Siberkom (Agrakom), which was founded in October 1995 (officially in January 1996) by four individuals: Budiono Darsono, Abdul Rahman, Didi Nugrahadi, and Yayan Sopyan. PT Agrakom is engaged in the creation of web services and builds cooperation with various leading clients, including PT Astra International, Kompas Gramedia, PT Timah, United Tractor, BCA, Infomedia, Bank Mandiri, and others. The Detik.com server was ready for use on May 30, 1998, but only really came online with full news on July 9, 1998. The date was later set as the founding day of the Detik.com by Budiono Darsono, Yayan Sopyan, Abdul Rahman, and Didi Nugrahadi. Initially, news coverage Detik.com focus

on political, economic, and information technology issues. However, after the political situation became more stable and economic conditions improved, Detik.com decided to add entertainment and sports news coverage. Various news sources Detik.com come from the development of information from various sources directly connected to the location of the event, as well as the contributions of a number of journalists in various regions (Kirana, 2022).

Business management strategies in national news can be grouped into two, namely content management strategies and marketing management strategies (Diana & Laila, 2021). A content management strategy on national news includes a series of processes that include:

1. News Topic Selection

The initial stage in content management is the selection of news topics that are relevant, interesting, and important to readers, this involves the process of setting an agenda, identifying current issues, and evaluating emerging issues in various fields, such as politics, economics, social, and environment.

2. News Writing

Once the topic is chosen, the journalist team will conduct research, interviews, and investigations to produce informative, accurate, and relevant news content. News writing must pay attention to aspects of presentation that are interesting and easy to understand by the audience.

3. News Editing

The editing process is very important in content management including evaluation and refinement of news content which includes aspects such as the truth of information, proper writing, correct grammar, and attractive presentation.

4. News Publication

Once the writing and editing process is complete, the news is published into the relevant platform involving the use of various channels, ranging from online platforms such as websites or news applications, to physical channels such as newspapers or magazines. News publications must pay attention to the right time so that it can be immediately accessed by readers according to their needs and interests (Faiza & Firda, 2018).

Marketing management strategies in national news include various steps to expand reach and increase reader interest, including:

1. News Promotion

News promotion aims to increase exposure and understanding of the news content offered. Can be done through advertising campaigns, promotional spots, and the use of social media to introduce and attract audience interest in certain news.

2. Online Marketing

Online marketing involves efforts to market news through online platforms such as news websites, news apps, and other digital channels. Online strategies include search engine optimization (SEO), online ad targeting, and engaging digital content strategies to reach internet-based readers.

3. Offline Marketing

Although news tends to move to digital platforms, there are still real-world marketing efforts that involve collaboration with traditional media entities, promotion in events or conferences, or the use of print media such as banners or flyers.

This combination of online and offline marketing strategies aims to reach a wider audience and build better awareness about national news brands among the public (Lisapaly et al., 2022). All of these strategies focus on increasing reader engagement as well as retaining and attracting a larger audience (Chakti, 2019). With the implementation of the right business management strategy, national news can experience improvement in various aspects. This includes improving the quality of news, increasing the number of readers, revenue, and image it has

CONCLUSION

Business management strategy in national news is an important thing to do in order to produce quality products and meet market needs. The study of business management strategies in national news considers two main aspects, namely content management and marketing strategies. In content management strategy, focus on topic selection, writing, editing, and news distribution. Instead, marketing management strategies are focused on promotion, online marketing, and offline. Research shows that implementing the right strategy in both of these aspects has the potential to improve news quality, increase readership, revenue, and national news reputation. Thus, a comprehensive and effective business management strategy plays a crucial role in optimizing the performance and sustainability of the national news business.

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