

## THE URGENCY AND CHALLENGES OF FEMALE JOURNALISTS IN THE ERA OF THE INDUSTRIAL REVOLUTION 4.0 IN INDONESIA

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### Abstract

*This paper discusses the issue of the existence and dynamics of women journalists in the Industrial Revolution 4.0 Era in Indonesia. The role of female journalists in the era of the industrial revolution apparently still experienced discriminatory treatment in carrying out journalistic tasks in the field. Certain jobs can only be done by male journalists, while female journalists can only do certain other jobs. This study used qualitative research methods. The results of this study indicate that the Industrial Revolution 4.0 or what is often referred to as the cyber physical system is a revolution that focuses on automation and collaboration between saber technologies that emerged in the 21st century with the main characteristics of combining information and communication technology. into the industrial sector so that there is no difference and separation between jobs that are identified with a certain gender. The next challenge is that there is still a lot of sexual harassment against female journalists in carrying out reporting activities in the field. The struggle for gender equality in the media sector is work that needs serious attention in order to create a healthy working climate for women journalists.*

**Keywords:** Women Journalists, Challenges, Media

### Abstrak

*Tulisan ini membahas persoalan eksistensi dan dinamika jurnalis perempuan di Era Revolusi Industri 4.0 di Indonesia. Peran jurnalis perempuan di era revolusi industry ini ternyata masih mengalami perlakuan yang diskriminatif dalam menjalankan tugas jurnalistik di lapangan. Pekerjaan tertentu hanya bisa dilakukan oleh jurnalis laki-laki, sedangkan jurnalis perempuan hanya pada pekerjaan tertentu lainnya. Penelitian ini menggunakan metode penelitian kualitatif. Hasil penelitian ini menunjukkan bahwa Revolusi Industri 4.0 atau yang sering disebut dengan cyber physical system merupakan revolusi yang menitikberatkan pada otomatisasi dan kolaborasi antara teknologi saber yang muncul pada abad ke-21 dengan ciri utama penggabungan informasi dan teknologi komunikasi ke sektor industry sehingga tidak ada perbedaan dan pemisahan antara pekerjaan yang diidentikan dengan gender tertentu. Tantangan berikutnya bahwa masih banyak pelecehan seksual terhadap jurnalis perempuan dalam melakukan aktifitas peliputan berita di lapangan. Perjuangan kesetaraan gender di sektor media merupakan pekerjaan yang perlu mendapatkan perhatian serius sehingga tercipta iklim kerja yang sehat bagi para jurnalis perempuan.*

**Keywords:** Jurnalis Perempuan, Tantangan, Media

## Introduction

Journalism is an important part of Indonesian society's life as a means of information that started from the Dutch colonial period to the current reformation period. Along with the development of the times and the technology used in journalistic media such as print media, newspapers, radio and television broadcasting are generally out of date. When viewed from the aspect of technology today, the presence of the internet network is very influential in people's lives and the development of communication media or means of communication carried out in Indonesia.

The role of women's journals is very important considering the potential of women in nation building through the journalistic sector has presented many female figures ranging from the struggle for independence, freedom of expression, to the history of the press which involved many female press figures. In the current era of industrial and media convergence, it turns out that women journalists still face problems related to discrimination against types of work in the media sector, limitations in fulfilling women's rights during childbirth and breastfeeding as well as demands for balance and speed in producing news.

The Chairperson of the Indonesian Women Journalists Forum assessed that changes in the digital era created opportunities as well as challenges for women journalists. This transition led to the emergence of a 24/7 news cycle that demands to be available 24 hours a day, both in terms of production and consumption of news. If previously passive readers consumed information provided by the media, now readers can determine the information they want to search for and search for data via the internet.

This change encourages competition from media companies that

harm women. Women tend to be photographed unfairly or sensually to encourage clicks or page views. Whereas for female journalists, working digitally with the demands of a 24/7 news cycle can be burdensome because the household needs are borne by women. Working digitally also does not eliminate opportunities for harassment of women. Female journalists easily become victims because of personal aspects that are not related to their professionalism. Another problem is the stereotype that female journalists are seen as unable to bear the workload of journalists.

The development of communication media carried out via the internet will spread faster than conventional (print), even the news that is carried out can be responded directly on the spot and accepted by the public in online news portal media. In the current era of globalization and digitalization, the internet has become a primary need for Indonesian people. Based on a survey from the Association of Indonesian Internet Service Providers (APJII) noted that internet penetration in Indonesia has reached 78.19 percent in 2023 or penetrated 215,626,156 people out of a total population of 275,773,901 people. This increase in penetration is still driven by the use of the internet which is increasingly becoming a public need, especially since the Covid-19 pandemic in 2020.

With the use of communication technology via the internet, people can access information quickly that can be accessed throughout Indonesia, starting from urban areas to remote areas or anywhere, as long as the area can be connected to an internet network that is supported by the use of smartphones.

The existence of the internet has led to changes in journalism to always innovate and present news that is more quickly conveyed to the public. The concept of traditional journalism is

starting to add elements that involve capabilities with internet-based communication technology. The challenges faced by journalism can be seen as opportunities as well as transformation efforts in the digital era. Digital journalism refers to reporting done using digital means, such as the internet. The terms "participatory journalism", "engaged journalism", "digital journalism", "network journalism". The term "networked journalism" used refers to the term popularized by (Beckett, 2011; Russell, 2013). However, Networks Journalism has not yet focused on the goal of journalism to become a communicative power in the context of a network society.

This situation has an impact on conventional journalism (print media) which switches to digitalization for companies that have large funding. Whereas for those who lack funding, they survive with their print media, and some media have even gone out of business.

## **Review of Literature**

### **Journalistic Communication in the Industrial Revolution 4.0**

Journalism is an activity in preparing, searching, concluding, managing, presenting and disseminating news through the media to the widest possible audience and as quickly as possible. According to Kris Budiman, journalism can be briefly limited as the activity of preparing, writing, editing and delivering news to audiences through certain media channels. Journalism covers all activities from reporting to dissemination to the public. The Industrial Revolution 4.0 or what is often referred to as the cyber physical system is a revolution that focuses on automation and collaboration between saber technology that emerged in the 21st century with the main characteristic

being the incorporation of information and communication technology into the industrial sector. With the emergence of this revolution, changing many things in various sectors. Where at first it required a lot of workers to carry out its operations, it is now being replaced by the use of technological machines and the internet.

Deep changes across all industries, marked by the emergence of new business models, the disruption of incumbents and the reshaping of production, consumption, transportation, information and delivery systems. Within society, there is an ongoing paradigm shift in how we work and communicate, and how we express, inform and entertain ourselves.

In the industrial era 4.0 as it is now, the internet has been considered as a source of new opportunities for journalists. The Internet offers increased possibilities for their work, allowing for faster and wider interactivity with readers. In this industrial revolution the use of new technology and internet-based innovation can spread much faster and wider than before, which continues in several parts of the world including Indonesia. The development of the Industrial Revolution 4.0 in Indonesia has occurred since 2016 marked by the existence of a digital economy, big data, IoT, robotics, cloud systems where all activities are based on technology until now.

Violence experienced by female journalists due to gender stereotypes still occurs and is difficult to avoid. In the world of journalism, women are subdominant in quantity because there are so few women working in the journalism industry. Not only that, women are also considered subdominant by attaching gender stereotypes, that because they are women, and are economically dependent either directly or indirectly,

even though they work as journalists, women can be courted, courted, and asked out on dates. date by source. Where the same thing does not happen if the journalist is male (Suprihatin & Azis, 2020).

The development of internet technology and social networking among professionals is very fast and is supported by the best selling gadgets such as smartphones which make it easy for people to take advantage of social media features and the internet as a whole is used by organizations and businesses that provide news content.

One of them is in the world of journalism, especially in the midst of a decline in newspaper circulation which is increasingly worrying. Conventional news media actually take advantage of opportunities from this technological development so that they make their media multiplatform. Apart from maintaining their old media, they also explore the online world in various forms. Professional news media providers such as Kompas and Kompas.com, Tempo and Tempo.

Online media has succeeded in attracting the attention of the people in Indonesia, as evidenced by the high traffic of online media visitors. On the online media Mojok.co itself, it has an average of 50,000 views per day, and has exceeded 400,000 views in one day and has even been ranked 317th in the national online media version of alexa.com<sup>1</sup>. In addition, based on data from the Press Council for January 2023, there are 931 digital news media in Indonesia. This shows the role of the development of digital technology in influencing the emergence of new digital media in Indonesia.

Various online media are even vying to involve social media in delivering news through links by adding interesting titles and captions on Facebook, Instagram, Twitter, and

finally they are also starting to explore videos, namely via Youtube and Tiktok. The development of social media, especially social networks, certainly makes it easier for journalists not only to be skilled in writing and taking pictures or photography, but also to be skilled in multimedia. Journalists are not only required to be skilled only in Facebook and Twitter social networks, but also blogs, Instagram and YouTube. with the character of the media and their respective audiences.

In the current era of industrial revolution 4.0, social media has always been the main source of the latest news when a crisis occurs. In fact, the latest reports shared by users often do not contain various facts behind the events that are currently happening. Due to the strong bargaining power of social media towards its users, there is no other way that makes more sense for the news industry than to adjust to the situation. They launched an online news portal, also existed on social media, and used social media as part of their journalistic work.

Often the news raised by online news portals originates from events that are widely discussed on social media. "In short, social media has actually replaced the role of news media as a parameter regarding the most important and up-to-date news. Online news media portals tend to create content and news titles that can lure social users to immediately click on news sites. Social media plays a vital role in building public engagement with online news portals. There is a kind of need to reach the widest possible range of social media users.

Russell defines networked journalism as a form of journalistic activity that sees the public in the role of creator, investigator, reactor, remaker and distributor of news, in which all types of media, amateur and professional products, corporate

interests or independent products are linked at a new level.

In the realm of journalism, the internet presents online journalism and offers new information channels in the form of online media. Foust noted several strengths or potential of online journalism as the main source of information for the public, including:

1. Audiences can be more free in choosing the news they want to get (audience control).
2. Every news conveyed can stand alone (non-lienarity).
3. News is stored and can be accessed easily by the public (storage and retrieval).
4. The amount of news conveyed becomes much more complete (unlimited space).
5. Information can be conveyed quickly and directly to the public (immediacy).
6. Editors can include text, sound, animated images, photos, videos and other components in news that will be accepted by the public (multimedia capability).
7. Allows for interaction (inter activity).

Online journalism and conventional journalism have very basic differences, both from the media used by journalists in them, to the creation and display of messages which are also different, but both have their own advantages and disadvantages. Its existence cannot be said as media that oppose or compete with each other, but also as media that can complement each other in journalistic activities or in the world of journalism.

The presence of these two types of journalism has the same goal, which is to try to meet the needs or present information or news that is important to the public or a wide audience. However, the methods and systems used are different, as well as the presentation,

making the two journalisms seen as competing journalism or media journalism. In conventional journalism, journalists are also required to have the ability/sensitivity to situations and conditions that occur in the field. The struggles and processes involved in finding, processing and disseminating news are not as easy and simple as what happens in online journalism.

Thus, the role of journalistic communication in the era of the industrial revolution 4.0 is very important which makes it easier for readers to access news from various sources using the internet, just by clicking on the news they can access the news. However, in this era journalistic media companies are required to change the conventional (print) reporting system to fast-paced digital so that they can be more competitive with other media.

## **Result and Discussion**

### **The Urgency of Female Journalism in the Era of the Industrial Revolution 4.0**

The rapid development of digital technology in the Industrial Revolution 4.0 era greatly affected print news media, electronic news media and radio which turned into digital media. The term urgency is often used to describe a necessity and the level of importance that requires priority or precedence. According to Ernawati (2021: 113) urgency is a situation where we must prioritize something that really needs to be followed up immediately.

In the world of journalism, it is important to deliver accurate, fast and reliable information for public consumption as a means of information literacy. Conveying information to the public is often associated with mass communication because the delivery of this information or message can be received as a whole by the community,

and even the formation of opinions on the information conveyed. According to Riswandi (2009: 103) Mass communication is a process in which communicators use the media to spread messages widely, and continuously create the expected meanings in influencing large and different audiences in various ways.

Mass communication is carried out as a process of conveying messages through mass media channels, such as newspapers, radio, television and films shown in cinemas. In the current era of the industrial revolution 4.0, the news gathering aspect, the online news concept that prioritizes speed has shifted the traditional journalistic concept. One of the fundamental shifts is the thinning of the line between professional media and social media. Journalism does not only use social media as a means of disseminating additional information, but also as a means of gathering information.

Practices like this are considered a form of innovation in journalism, because journalists are not only fixated on old information gathering techniques, but are able to innovate news searches according to technological developments. The characteristics of online journalism that are demanded to be fast and up to date also demand the speed of journalists in carrying out their work which is also supported by the presence of internet technology that allows unlimited data searches.

In addition to the convenience in collecting news material or data, it also makes it easier to publish news results or news updates or articles that have been written to the public. The existence of digital technology in the journalistic context is also an opportunity and is used by some irresponsible persons, thus adding to the problems in the world of online journalism. With the convenience of internet technology and

easy access to data networks, the world of online journalism has become a soft target for plagiarism. In fact, not a few journalists who consciously or unconsciously have the habit of just copy-pasting (copy-pasting journalists). But on the other hand, there are also many phenomena that support the habit of copying and pasting news. Sometimes journalists have associations supported by communication tools such as chat groups or messengers.

Sometimes one media contains the same content with the same format and words. This is of course a big question about originality and what is the role of copyright in online journalism content itself. In terms of reporting in the world of online journalism, competition in terms of speed of publishing news is important. While events are still developing and key facts are not yet known, the competition to be the first to publish a story often leads journalists to neglect their role as a filter to distinguish news from rumors that are not yet clear. Mike Ward mentioned several characteristics of online journalism that differentiate it from conventional media, one of which is the immediacy or speed of delivering information.

In the era of the industrial revolution 4.0 and the development of digital technology, it has influenced the practice of journalism in various ways. Journalism in Indonesia has also changed along with the development of digital technology. In following the development of communication technology, journalism in the digital era has captured rapidly developing opportunities, including holding media meetings and turning them into online media in the digital era. Media theory in the world is a reference and source for building news directions based on news politics from the media. Journalism practiced by journalists rests on regulations, journalistic codes of ethics

and also the development of public views as a result of the times with the presence of the digital era.

The development of digital news media by reporting on social media has influenced journalism in the industrial revolution era. News platforms by conveying information that can be known by the public quickly are even considered as accurate information and provide comments as a form of response in a news report. This situation is inseparable from the use of the internet by the Indonesian people. Based on data released by We Are Social, the total population of Indonesia is 276.4 million, of which 49.7 percent are women and 50.3 percent are men in January 2023, with an average use of 4 hours 53 minutes using a smartphone. This is what is interesting for journalism to be able to convey information through social media and online news.

The journalist profession greatly benefits from the presence of social media, where the world of journalism cannot be separated from the role of social media. Starting from conventional mass media such as newspapers, magazines, tabloids to contemporary mass media such as e-paper, Instagram and Facebook. Journalism requires the media to become a forum for disseminating the information contained in the news. In its current development, the mass media comes with an increasingly varied variety. The presence of the internet further strengthens the opinion that the media (in this case online media) can provide great benefits in human life, including the world of journalism.

Based on data from the Ministry of Communication and Information for January 2023, social media users in Indonesia, such as Facebook, have reached 119.9 million, YouTube has reached 139 million, Instagram has reached 89.15 million, TikTok has reached 109.9 million, and Twitter has

reached 24 million. Digital media platforms see this large number as an area for media disruption (massive change that turns the conventional media system into a digital system). So that the emergence of social media accounts reporting from national to regional such as Tempo.co, Waspada, Tribune, Kompas, and others.

Thus, the existence of the industrial revolution 4.0 or digitization has brought changes to conventional journalism systems and practices into digital media journalism whose characteristics are fast news processing, fast distribution to reach audiences and can be trusted. With social media, now everyone can become a "journalist" because social media opens access for everyone to write.

Utilization of social media is used as an initial idea for reporting but in essence it is only limited to initial ideas or information because journalists must continue to carry out the reporting process. Journalists have an obligation to seek the truth regarding information obtained from social media by upholding the truth and validity of the information before conveying it to listeners, readers and viewers. So when journalists get a source of information from social media, don't immediately make it news, but check and check the validity of the information. So a journalist is required to know the weight or content or quote which part or about whom from social media, that is self-explanatory.

The validity of the information can be obtained by journalists by checking and rechecking the correctness of the information by going directly to the scene of the incident, or by contacting sources directly by conducting interviews regarding issues and news topics that are currently being discussed by the public.

In addition, online media is also slowly "killing" the existence of print

media because with online media, it allows some people to leave conventional (print) media to become digital news media. The rapid development of technology has affected various aspects of human life, including information related. The media which is the center for conveying information has now transformed into a digital part that is more familiar, called new media, print media and has shifted to online media.

The era of digitalization has changed communication patterns that have changed various aspects of life in society, including aspects of communication. Audience use of media has also changed. Theories, concepts and practices of communication have also changed so that tertiary institutions have faced a number of formidable challenges. According to Dr. Septiawan Santana, the most prominent change has occurred in mass communication, newspapers are now disappearing, television is getting dimmer, radio is increasingly finding space. On the other hand, social media is increasingly spreading. Digital media communication forces cultural transformation from conventional culture to digital culture," said Ani. Conditions like this, according to Prof. Asep S Muhtadi, encourage communication scientists to immediately produce new theories of communication science.

In the era of digitalization, the code of ethics for journalists' communication becomes a very important part of maintaining public trust so that integrity is created both for individuals as journalists and for the mass media.

The code of ethics for journalists' communication is very important to understand because it is a form of protection so as not to cause problems in the future. The problem in question is the number of subpoenas filed against

the Press Council because they were harmed by reports made by journalists who violated the code of ethics.

For example, subpoenas that are often submitted to the Press Council are unbalanced news content. The digital era that demands speed makes journalists or the media themselves not double-check the truth of information because they only quote through social media.

### **The Challenges of Female Journalism in the Industrial Revolution 4.0**

Era Digitalization triggers changes in media consumption patterns and becomes the trigger for the birth of online media in Indonesia. This factor is also considered to be the cause of the decline of the print-based mass media in the last five years. In addition, changes in consumption patterns have also made digital platforms increasingly attractive to agencies and advertisers. As a result, the number of advertisements in the media began to shift, in large numbers to digital. These changes are slowly affecting the media business model.

Strengthening digitalization has not only been the reason for the birth of a number of online media, but has also triggered existing media corporations to take their digital platforms more seriously. In the last few years, many print media have withdrawn from circulation. Several media giants in the world, especially in the United States, are known to have closed some of their print media due to financial difficulties due to the decline of their business.

Likewise what is happening in Indonesia, well-known newspapers are now reducing their circulation and starting to shift towards digital transformation. Not only destroying newspapers, the dominance of the internet has also affected magazines. Not a few magazine companies have reduced their circulation, even worse, went out of business.



In commemorating International Women's Day 2016, the Alliance of Independent Journalists (AJI) Indonesia highlighted discriminatory practices against women, including sexual violence in the media. The Alliance of Independent Journalists calls for the importance of fulfilling the rights of media workers and women journalists in the media. Many media have not fulfilled the maternity rights of women workers in the media, especially menstruation leave and lactation rooms. In fact, Law Number 13 of 2003 concerning Manpower regulates the right to two days menstrual leave for female workers.

The majority of Indonesian female journalists (86%) have experienced violence throughout their journalistic career. This violence occurs in the physical and digital domains, is sexual and non-sexual in nature, in a variety of forms. In addition to direct action, violence also occurs in the form of gender discrimination in offices.

This problem is very serious because Indonesia does not yet have adequate regulations to protect women journalists from various types of violence that have the great potential to befall them. Journalists as a profession that promotes the upholding of democracy and human rights must be protected so they can work comfortably and safely for the public. (Masduki et al., 2022).

Such a situation clearly does not provide fresh air for the paper industry in Indonesia. Especially with the increasingly real paperless issue, it will put the paper industry in Indonesia under great pressure. It is undeniable that the digital era has changed people's habits and needs for paper. Paper efficiency in various sectors began to be seen. Most companies minimize the use of paper in their daily activities. Small examples such as using electronic mail media (email or electronic mail) or

using the Whatsapp group to make it easier to disseminate information to their employees.

Of course, this is a challenge for print media companies to find ways to maintain their existence in this digital era. It is undeniable, slowly, slowly, the print media are starting to open up digital platforms through their online sites. This is one of the efforts to keep print media companies abreast of the demands of the public who want fast and easy access to information. But besides that, print media coverage is still being carried out. Who would have thought that behind the fierce competition between print and electronic media, there would actually be two forces that synergize with each other.

One of the factors that support the development of digital media is the internet. Because the internet is a product, or a symptom, of much more than a fundamental technological change that has taken place over the last half century and is only now starting to crystallize: the convergence of telecommunications, computing, and traditional media. Together, these new media systems embrace all forms of human communication in a digital format where the rules and constraints of the analog world no longer apply. (Nuruddin, 2009:58).

In this technological era, print media also uses this technology to get consumers and keep up with the times. With smartphone innovation, many print media are competing to innovate to create digital media applications. Millions of people around the world now rely on apps to shop, play, read, study, exercise, take photos, date and find directions. Today, apps have come for every eventuality in one's daily life.

The availability of various alternatives for news consumption today is very diverse, unlike the previous decade, where the only sources

of information were newspapers, radio and television. Due to high market expectations, consumers expect customization when faced with a choice of free news. Technology has made it possible for print media to avoid spending on presses, newspapers, or shipping operations. Today's consumers can view content on a personal piece of hardware on their computer, smartphone or desktop, laptop or tablet. News websites offer personalization and adaptive interactivity through software algorithms to predict readers' content preferences.

Online media has also grown and developed into a medium capable of spreading news faster and in real time. Today, competition in the internet world reduces the value of news, newspapers must come up with multiplatform survival strategies. Making more money, developing new distribution channels, producing at lower costs, improving quality and reinventing themselves were the mantras of this industrial revolution era (Friedrichsen & Kamalipour, 2001).

In the industrial era 4.0, machines can even produce text drafts for editors and provide the weight off their shoulders, text variety and quality. This software makes use of databases and with the help of algorithms, compiles all the relevant information into a news feed. The concept of Industry 4.0 also works together with media 4.0 processes, humans and machines work "hand in hand". The two complement each other and take advantage of each other's strengths. Based on data from the press council for January 2023, there are 432 print media and 902 digital companies that have been verified.

According to Arif Budi Susilo quoted from *Republika*, print and online media will synergize with each other and will not kill each other because both have different reporting concepts. It's only natural to say so, because the fact

is that until now the print media has been able to survive with actual and in-depth reporting. Like 5 W + 1 H, the two have a striking difference, when online media reports what, who, where, and when, the print media examines more deeply the why and how of an event.

Still quoted from the *Republika* online page, through a statement by the Chairman of the Alliance of Independent Journalists (AJI) Eko Maryadi who also remains optimistic that conventional media platforms in the form of print media will have a good future. "Until now, the role of print media has not been replaced. The depth and sharpness of print media coverage cannot be replaced by online media," he said. The optimism of journalistic activists is very clear and breaks the perception of the decline of the print media. I was reminded of a conversation with a lecturer on campus about the rise of online media. He said that it is true that nowadays everything is digital, but that does not mean that print media is left behind.

However, the development of industrial technology 4.0 means automation, digitization and networking of the design, production, information, communication and management processes. When applied to the publishing sector, this means that publishers can increase the efficiency of cross-media publication forms by implementing flexible modern information technology solutions, for example, print media and digital media can be linked through a hybrid model that broadens their user experience.

So to maintain the existence of print media owned by journalistic media companies, most of them use news from online media by conveying information that is breaking news and for finishing it will be conveyed through print media so that both of them work together. Another tactic from print media companies in utilizing online media is to

make printed newspapers that have been published into digital versions.

At first glance, online media has competition with print media, but the fact is that they can reinforce each other when the times demand all-digital online media to swiftly spread the latest information, then print media enriches the information through its sheets of paper. Strengthening the belief in the existence of his print can also be seen from the spread of hoaxes. Call it the case of the hoax factory by the Saracens. Saracen is a producer of slanderous content and hate speech and hoaxes. This content is then distributed on Facebook groups which have more than 800 thousand accounts. With ease the news packaged by him consumed by many people.

Still discussing the issue of shifting print media to online media. If you look at it from the other side, this issue is actually likely to arise from several perspectives, for example due to the all-digital era or it could be because interest in reading in Indonesia is still very low. Based on the 2016 Most Littered Nation In the World study, reading interest in Indonesia is ranked 60 out of 61 countries. This was disclosed by Subekti Makdriani, Main Librarian of the Indonesian Library when she was a speaker at the Safari for the Enjoying Reading National Movement in the Provinces and Districts.

The low interest in reading in Indonesia is of course an endless challenge for the print media. The digital atmosphere that we feel is not the main cause of the replacement of print media with online media, but because interest in reading in Indonesia is still very minimal. If you think about it, the presence of online media may only have contributed to the low interest in reading, which has affected the print media, of course. This can be resolved if interest in reading in Indonesia is further

enhanced. Take for example Japan. Japan is a developed country that first tasted the digital age. However, the fact is that thousands and even millions of copies of newspapers are distributed every day. If the perception of the Indonesian people states that print media will sink with electronic media such as online, maybe it's not because of the current rapid digital flow.

How much now the media is used as a political tool. Moreover, the convenience of this digital age is that anyone can easily open an online media company. It can even be segmented specifically to where the order is from the holder of power. It is easy for the media to become a political practice and of course this is the real challenge in the era of the industrial revolution 4.0, when the independence of a media begins to shake. In this all-digital era, there are so many challenges in print and digital media. However, even so, it does not mean that the media must fall, but must persist in turning challenges into strengths.

## **Conclusion**

The Industrial Revolution 4.0 or what is often referred to as the cyber physical system is a revolution that focuses on automation and collaboration between saber technology that emerged in the 21st century with the main characteristic being the incorporation of information and communication technology into the industrial sector. With the emergence of this revolution, changing many things in various sectors. Where at first it required a lot of workers to carry out its operations, it is now being replaced by the use of technological machines and the internet.

With the development of technology and digitalization, it has an important role in the world of journalism which demands indirectly the disruption of conventional media

(print media) to turn into digital media through news papers or social media which present fast news to be read by the public.

In addition, there is an urgency in the era of the industrial revolution 4.0 for journalism with many digital media platforms which often give rise to inaccurate information and there must be checks and checks to ensure that it becomes accurate reporting and does not provide false information or hoaxes to the public who can effect on public opinion of a news. The development of digital media creates its own challenges for print media to be able to compete with digital media, even though some of the digital media previously produced news through print media. Even combining digital media with print media, such as bringing up breaking news and the full news can be read in print media such as newspapers or magazines produced by these media companies.

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