

## **ABSTRAK**

**Nada Ariandinie, 24071118152.** Judul Penelitian ini adalah “Eksistensi Koran Harian Garut News Di Era Digital (Studi Kualitatif Deskriptif Eksistensi Koran Harian Garut News Di Kabupaten Garut).”

Penelitian ini dilatar belakangi oleh bagaimana satu perusahaan media cetak dalam mempertahankan eksistensi surat kabar atau koran di Kabupaten Garut. Perkembangan era digital yang sangat pesat membawa dampak bagi perusahaan perusahaan media terutama media cetak. Para jurnalis merasa bahwa mereka harus mempunyai strategi khusus agar koran tetap eksis di era digital saat ini dan dapat bersaing dengan media online. Adapun tujuan penelitian ini yaitu dalam dimensi motif untuk mengetahui Motif mempertahankan eksistensi koran harian news garut di era digital, dalam dimensi makna untuk mengetahui Makna mempertahankan eksistensi koran harian garut news di era digital dan dalam dimensi pengalaman untuk mengetahui pengalaman jurnalis mengenai eksistensi koran di era diigital.

Penelitian ini menggunakan pendekatan kualitatif dengan teori fenomenologi yang memiliki tiga dimensi yaitu motif, makna, dan pengalaman dan memiliki asumsi bahwa penyebab penurunan media cetak saat ini yaitu persaingan media. Teknik pengumpulan data yang digunakan yaitu wawancara mendalam, observasi, studi pustaka, dan dokumentasi. Informan dalam penelitian ini berjumlah tiga orang jurnalis yang sangat berpengalaman di lapangan dan dua orang narasumber dari organisasi Persatuan Wartawan Indonesia (PWI) sesuai dengan kriteria yang telah ditentukan.

Berdasarkan hasil penelitian yang telah dilakukan, hasil dari dimensi motif ada motif rencana karena dengan rencana atau strategi khusus yang dilakukan oleh perusahaan Harian Garut News upaya untuk mempertahankan eksistensi koran di era digital saat ini. Motif karena yang dimiliki oleh para jurnalis adalah motif persaingan, seperti yang dipaparkan oleh informan menyebutkan bahwa di zaman perkembangan teknologi sekarang persaingan media sangat ketat dan berlomba lomba untuk menyebarkan informasi secara cepat di media online. Kemudian hasil dari dimensi makna yaitu makna dalam eksistensi koran, informan memiliki makna tersendiri mengenai eksistensi koran di era digital, bagi para jurnalis di media Harian Garut News bahwa sebuah konten dan manajemen suatu perusahaan media berpengaruh penting pada eksisnya media cetak di zaman sekarang. Sedangkan hasil dari dimensi pengalaman yaitu pengalaman para jurnalis media Harian Garut News, para informan yang mendapatkan pengalaman ketika mereka menjalankan sebagai seorang jurnalis media cetak, yaitu banyak mendapatkan pelajaran pelajaran dari apa yang sudah dijalankan, mengenal banyak jurnalis dari berbagai daerah. ketiga informan memaparkan bahwa eksistensi koran saat ini memang menurun. Dengan adanya persaingan media dan ditambah munculnya wabah covid 19 membawa dampak besar bagi perusahaan media.

**Kata Kunci : Eksistensi Koran, Fenomenologi, Di Era Digital, Makna, Pengalaman, Motif**

## ABSTRACT

**Nada Ariandinie, 24071118152.** *The title of this research is “The Existence Of Harian Garut News Newspaper In The Digital Age (Descriptive Qualitative Study of the Existence of the Harian Garut News Newspaper in Garut Regency)”*

This research is motivated by how a print media company maintains the existence of newspapers or newspapers in Garut Regency. The rapid development of the digital era has an impact on media companies, especially print media. Journalists feel that they must have a special strategy so that newspapers can still exist in today's digital era and can compete with online media. The purpose of this study is in the motive dimension to find out the motive for maintaining the existence of the Garut News daily newspaper in the digital era, in the meaning dimension to determine the meaning of maintaining the existence of the Garut News daily newspaper in the digital era and in the experience dimension to find out the experiences of journalists regarding the existence of newspapers in the digital era.

This study uses a qualitative approach with phenomenological theory which has three dimensions, namely motive, meaning, and experience and has the assumption that the cause of the decline in print media today is media competition. Data collection techniques used are in-depth interviews, observation, literature study, and documentation. The informants in this study were three journalists who were very experienced in the field and two resource persons from the Indonesian Journalists Association (PWI) organization according to predetermined criteria.

Based on the results of the research that has been carried out, the results of the motif dimension have a plan motive because with a special plan or strategy carried out by the Garut News Daily company, it is an effort to maintain the existence of newspapers in the current digital era. The motive because that is owned by journalists is the motive of competition, as explained by the informant who stated that in this era of technological development, media competition is very tight and is competing to disseminate information quickly in online media. Then the results of the meaning dimension, namely meaning in the existence of newspapers, informants have their own meaning about the existence of newspapers in the digital era, for journalists in the Garut News daily media that a media company's content and management have an important influence on the existence of print media today. While the results of the experience dimension are the experiences of the Garut News media journalists, the informants who got experience when they were running as a print media journalist, which was a lot of lessons learned from what had been done, got to know many journalists from various regions. The three informants explained that the existence of newspapers is currently declining. The existence of media competition and the emergence of the COVID-19 outbreak has had a major impact on media companies.

**Keywords:** Newspaper Existence, Phenomenology, In the Digital Age, Meaning, Experience, Motive