

EDITORIAL

**Digital media research:
Will it continue to be a trend in the future?****Puji Rianto** 

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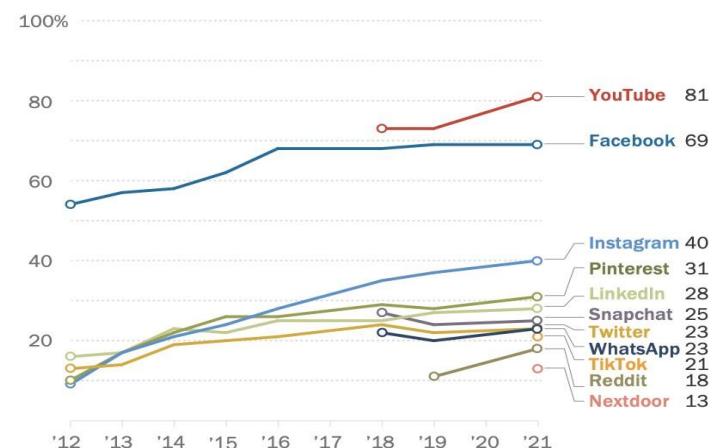
The articles published in *Jurnal Komunikasi* Vol. 19 No. 2 April 2025 continue the trend observed in studies featured in recent editions of *Jurnal Komunikasi*. These studies reflect a growing interest in new media or digital media research across various objects, approaches, and perspectives amidst a steady decline in attention toward traditional media such as radio, television, and newspapers. Although television remains an important source of information and entertainment in Indonesia and was even highly popular

several decades ago (Heryanto, 2015), researchers now appear more inclined to focus on internet-based digital media studies. This interest is inseparable from the increasingly prominent presence of digital media platforms over recent years not only in Indonesia but also globally (Twenge et al., 2019). For illustration, data released by the Pew Research Center indicate that the majority of Americans use YouTube and Facebook; meanwhile Instagram, Snapchat, and *TikTok* are predominantly used by those under thirty years old (see Figure 1).

Figure 1
Online platform media use among US Adult

**Growing share of Americans say they use YouTube;
Facebook remains one of the most widely used online
platforms among U.S. adults**

% of U.S. adults who say they ever use ...



Source: Auxier & Anderson (2021)

In Indonesia as well, trends regarding digital platform usage do not differ significantly. Internet-based digital media continues to attract users' interest while gradually displacing traditional forms such as radio and television. The Indonesian Digital Literacy Index Survey (IMDI) 2024 reports that 96.7% of Indonesians own smartphones and more than 80% use mobile networks to access the internet from anywhere (Budiarto et al., 2024). This demonstrates that most Indonesians are now connected to internet-based digital media platforms. Furthermore, platform usage rates have continued to rise over recent years. Citing Katadata, Panggabean (2024) said that internet penetration has reached 93.4%, or more than 93% of the total population in Indonesia. Social media has become one of the most significant digital platforms with *YouTube* being the most widely used (see Table 1). Given this substantial user base especially when compared with legacy media it is unsurprising that communication scholars in Indonesia

devote much greater attention to these new media rather than traditional ones.

Beyond this upward trend in platform adoption rates lies another unique characteristic: new/digital media's ability for user penetration far surpasses that seen with older forms like television even though TV was once considered society's most popular medium for decades prior. Digital platforms can "colonize" nearly every aspect of daily life including even private spaces whereas TV may have been limited mainly to family rooms; today's apps like Instagram or YouTube as well as messaging services such as WhatsApp have penetrated bedrooms and bathrooms alike! Such deep integration gives these platforms enormous influence on human life prompting scholars to coin terms/concepts like platform society (Van Dijck et al., 2018), digital society (Baber, 2003), or networks society (Castells, 2004), among others all rooted ultimately within societal changes brought about by internet-based new technologies.

Table 1
Most Widely Used Digital Platforms in Indonesia

No.	Platform	Users (in millions)	Percent
1	YouTube	139	53.8
2	Instagram	122	47.3
3	Facebook	118	45.9
4	Whatsapp	116	45.2
5	Tiktok	89	34.7

Source: Panggabean (2024)

In addition to their massive reach which allows them deeper social impact compared with old-media eras as Jiang (2023) notes: social networks have transformed how people communicate and

access information altogether! Activities conducted by millions across these channels generate invaluable data for marketing and advertising purposes. Many now discuss "big data" challenges or

opportunities within research contexts due both its scale and complexity (Mahrt & Scharkow, 2013; Teng et al., 2022). Moreover, the interactivity, interconnectivity, documented, and intertextuality nature inherent within these platforms (Lister et al., 2009) has spurred numerous methodological breakthroughs throughout social science inquiry including bibliometric analyses published widely across reputable journals (see Donthu et al., 2021; Kutlu-Abu & Arslan, 2023; Laila et al., 2024; Sulistyanto & Jamil, 2023). For this reason too, *Jurnal Komunikasi* provides space for such studies to address technological challenges posed by contemporary/newer forms.

Fieldwork methods like ethnography—which traditionally require extended timeframes (see Saukko, 2011) have also begun adapting into “digital ethnography” approaches (Abidin & Rachma, 2018; Kozinets, 2015; Mayasari, 2022). In netnography—all content uploaded onto digital platforms—including text, images, data—is regarded as open-access material suitable for analysis. Consequently, many researchers employ this method within their work (Chen et al., 2021; Roseline et al., 2023), including articles featured within April 2025’s edition of *Jurnal Komunikasi*.

April 2025 Issue

There are 12 articles published in *Jurnal Komunikasi* Vol. 19 No. 2, April 2025. Although the topics covered are diverse and align with the scope of communication studies, the majority focus on digital platforms.

The first article, authored by Zarkasi et al., examines innovations implemented by both a national media company (Bisnis Indonesia Group) and a regional media outlet (Radar Cirebon Group). Employing the concept of co-creation, their research reveals that innovation strategies are utilized by media

organizations to survive and adapt to environmental changes through collaboration with various stakeholders. Community empowerment is one form of such collaboration, alongside establishing new business units, modifying content, and targeting younger audiences to broaden readership segments. The study demonstrates that these innovations have had a positive impact on the organizational life of media companies.

The second article is written by Intania Poerwaningtias. This research analyzes presidential speeches using corpus linguistic analysis methods. The study examines 160 speeches delivered by President Joko Widodo between 2019–2024 that include keywords such as environment, climate change, climate crisis, and global warming. Utilizing rhetorical situation theory, Poerwaningtias investigates factors including exigence, audience, and constraints. The findings indicate that presidential speeches concerning environmental issues are primarily driven by three factors: the development of Nusantara’s new capital city; efforts toward economic growth; and Indonesia’s active participation in international forums. International audiences and economic actors also influence themes addressed in these speeches. Furthermore, it was found that presidential addresses rarely touch upon everyday environmental issues with direct impacts or highlight matters related to environmental justice or problem-solving.

In their subsequent article, Purwani et al. analyze the use of different colors in visual communication on social media specifically Instagram by members of the “yukngaji” community in Yogyakarta and Riau provinces. These color variations symbolically represent different religious schools (*madzhab*), which are intentionally downplayed within efforts toward unity amid diversity and peacebuilding initiatives. Using virtual ethnography to

analyze content from Instagram accounts @ynjogya and @yukngajipku, three main findings emerge: dynamic color usage; visualization patterns for religious learning activities conducted via social media; as well as vocabulary choices containing anti-SARA elements (i.e., avoiding ethnic, religious, racial divisiveness), particularly within all forms of da'wah content uploaded online.

The fourth article is authored by Kusnul Fitria who explores K-Pop fans' attitudes when confronted with dilemmas arising from idols collaborating with boycotted products and brands. Conducted qualitatively through digital ethnography combined with audiovisual analysis methods the study finds K-Pop fans exhibit three primary responses: remaining loyal while supporting idols for various reasons or actions (such as conditional loyalty expressed through donations or ambiguous participation); active rejection via engagement in cancel culture practices; or leaving fandoms altogether sometimes becoming haters.

Muthmainnah & de-Lima-Santos contribute an article based on ten semi structured interviews analyzing transitions experienced by professionals moving from legacy media organizations (broadcast/print) into digital native outlets within Indonesia's context. Their findings show Indonesian digital-native newsrooms often adopt Western ideas for business model development primarily influenced by innovative startup values focused on technology but face challenges building strong reputations or brand recognition compared to conventional outlets which limits their reach among elite circles.

Harahap et al.'s study discusses how underlying problems shape Indonesia's digital literacy policy construction a policy communication inquiry positioning Ministry programs as "policy-as-discourse." Their research finds Kemkominfo frames its digital literacy

policies mainly around addressing widespread negative online content or disinformation rather than broader technological literacy concerns.

Nadia et al.'s work investigates BPJS's e-CRM strategies for maintaining customer loyalty using qualitative methods. Their research categorize BPJS e-CRM into three level, namely strategic (e.g., high-level cultural calendars, digital service channels improving convenience, speed, reliability), operational level (automation across marketing, sales, service processes), and analytical levels (customer journey mapping involving I-Cari, I-Belajar, I-Daftar components).

Boediman's eighth article analyzes deepfake phenomena via scoping review methodology surveying interdisciplinary literature spanning computer science, communication, psychology, sociology fields and identifies key trends, challenges, and gaps. Deepfake technology significantly blurs fact-fiction boundaries undermining media credibility while malicious actors exploit it for misinformation, public manipulation or threatening information integrity; thus highlighting urgent needs for awareness raising, policy intervention, media literacy programs plus mapping critical areas requiring further research or practical strategies safeguarding information ecosystems.

Similar to Fitria & Purwani et al., Ramadiansyah employs netnographic approaches observing post concert dynamics among LUCY fan WhatsApp groups after January 2024's "We Are Landing in Jakarta" event demonstrating how online community support helps mitigate PCD ("post-concert depression") through shared memories, photos, emotional reflection with group interactions evolving beyond concert discussions into artist news, fan activities over time fostering increasingly personal bonds akin to empathetic "digital families."

Agustinah et al.'s tenth paper addresses high stunting rates in Cianjur using an emphatic communication perspective their results show stunting prevention models at Sukanagalih Village employ therapeutic communication frameworks supported across four dimensions: people, purpose, place and processes.

Ilahi et al.'s contribution explores rural communities' attitudes and tolerance towards COVID-19 vaccination including sources, networks shaping vaccine resistance behaviors in Tawang Sari village context where balanced access exists between conventional and digital information sources due partly to adequate human and infrastructure resources. Ilahi et al. showed that social media & television dominate vaccine-related messaging exposure while health workers and

government serve secondary roles with word of mouth remaining influential especially regarding hoax messages fueling resistance evidenced by high hoax message reception rates about vaccines among villagers.

The final article published in this April issue is authored by Rasyid et al., analyzing interpersonal communication patterns used during PDA Banggai's cultural da'wah outreach targeting indigenous or marginalized communities. Their findings reveal adaptive interpersonal approaches emphasizing trust building, local language use, stakeholder collaboration rooted firmly within Al-Ma'un values integrating religious messages into local cultural contexts.

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