CHALLENGES AND OPPORTUNITIES FOR JOURNALISTIC COMMUNICATION IN THE DIGITAL AGE: PERSPECTIVE OF BANJARMASIN CITY, SOUTH KALIMANTAN

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Abstract. This study aims to investigate the challenges and opportunities faced in journalistic communication in the digital era, with a focus on the city of Banjarmasin, South Kalimantan. The research method involves surveys and interviews with journalists, editors, and digital news media readers. The results of the study show that journalists face significant challenges in maintaining news credibility in the midst of an era of fast and often superficial information on digital platforms. They feel pressure to produce viral content to attract attention, which can potentially compromise the substance of the news. Nonetheless, the opportunities that arise in the digital age are improvements in reaching a wider audience instantly and interacting directly through social media. The conclusion of this study emphasizes the need for collective awareness about the importance of journalistic ethics and the substance of news in digital communication. It requires constant training and education for journalists to develop skills in managing information in the turbulent digital era. While digital challenges are unavoidable, collaboration between editors and journalists can help maintain journalistic integrity. Keywords: journalistic communication, digital era, challenges, opportunities, news credibility, social media, Banjarmasin City.

Keywords: journalistic communication; digital era; opportunities; news credibility; social media; Banjarmasin City

I. INTRODUCTION

In an increasingly advanced digital era, journalistic communication is undergoing major transformations in the way news is generated, disseminated, and consumed (MacGregor et al. **[1]**). This change provides new challenges and unique opportunities for journalists, especially in geographical areas that are rich in cultural and social diversity such as the City of Banjarmasin, South Kalimantan. This study aims to analyze the dynamics of challenges and opportunities in journalistic communication in the digital era, with a focus on the perspective of the City of Banjarmasin. Dramatic changes in communication technology have fundamentally changed the landscape of media and journalism (Gallofré Ocaña & Opdahl **[2]**). The digital era has brought significant transformations in how news is produced, consumed and disseminated (van Doorn et al. **[3]**) This change has profound implications for journalistic practice, especially in terms of the challenges and opportunities it faces. In the midst of this dynamic, it is necessary to understand how journalistic communication adapts in the digital era, especially in local contexts such as the City of Banjarmasin, South Kalimantan.

The digital era has presented fundamental transformations in the media ecosystem and journalism practice (Wang et al. **[4]**). Information technology and the internet are changing the way news is generated, disseminated and accessed by the public. The concept of instant news and the active participation of readers through comments and sharing of content has become a new norm in journalistic communication (Szymkowiak et al. **[5]**). This brought changes in the role of journalists, editorial structure, and interactions with readers. The transformation of media and journalism in the digital age has resulted in significant changes in the way news is produced and consumed. Advances in information technology and the internet have provided the ability for news to be disseminated quickly and widely, enabling a global audience to access information within seconds (Gürtzgen et al. **[6]**). This has changed the relationship between journalists and readers, bringing about interactivity and active participation of the public in the news communication process. While quick access to news is one of the hallmarks of the digital age, major challenges arise in the form of fake news, disinformation and hoaxes that can easily spread via digital platforms. The pressure to produce content that goes viral to increase attention and click rates can come at the expense of the quality and integrity of the news (Sagala & Pamungkas **[7]**). Public trust in the news and the media is also vulnerable because of this change in dynamics.

While challenges exist, the digital era also brings great opportunities for journalistic communication (Chen et al. **[8]**). Social media and digital platforms allow journalists to interact directly with their audiences, creating a stronger bond between readers and news content. The ability to use multiple formats such as video, images and infographics also provides new possibilities for presenting information. The digital era

also opens up new opportunities for journalistic communication. The application of good communication aims to avoid misinterpretation of wrong thoughts in communication. In communication, misunderstandings often occur due to the use of ambiguous language and the use of regional languages which have different meanings for some individuals so that there is a different understanding between the communicant and the communicator (Rico et al. **[9]**), Journalists have wider access to reach global audiences through social media platforms, produce creative multimedia content, and interact directly with readers (Głaz & Trofymczuk **[10]**). Social media allows readers to participate in narrative formation and provide direct feedback to journalists.

On the other hand, social media and digital platforms bring opportunities for direct interaction between journalists and readers, as well as creativity in presenting news through multimedia (Al-Hail et al. **[11]**). However, the popularity of news is measured by the number of clicks, so sensational content tends to dominate. In the local context of Banjarmasin City, cultural and social identity plays an important role in adapting to the dynamics of global communication. Cultural identity includes values, norms, traditions, language, food, religion, art, and other elements that make up a group or individual. When communicating on a global scale, individuals or groups with a strong cultural identity may face challenges in understanding and adopting communication norms that differ from those of other cultures (Rico & Hayat **[12]**). Individuals or groups that can integrate these identity elements in their communications will be better able to adapt to the dynamics that are constantly evolving in an increasingly connected global environment.

The impact of digital technology on journalism has been the subject of significant study in the last few decades. The development of information technology and social media platforms has changed the way information is disseminated, and this has had a significant impact on the traditional journalistic industry (Hertzum **[13]**). Several previous studies have attempted to reveal how the speed and accessibility of information in the digital era affect public trust in news, as well as its impact on the credibility of journalism. In recent years, the development of digital technology has resulted in a transformation in the way news is published and accessed (Sharma et al. **[14]**). Modern society now has instant access to news through various digital platforms such as news websites, social media and news apps. However, with this speed also comes the challenge of verifying the veracity of news, given that fake news and inaccurate information can easily spread through these digital platforms. Public trust in the media and journalism has also been affected by widespread disinformation. Previous research has revealed that journalists are now under greater pressure in the digital age. They are expected to produce news stories in less time, often sacrificing aspects of in-depth research and careful verification. In addition, news popularity is measured through clicks, likes and shares, which can lead to producing sensational or controversial content in order to get more attention. This phenomenon not only affects the quality of

news, but also impacts the integrity of journalism itself. Important findings from previous literature indicate that in the digital era, news is often vulnerable to disinformation and hoaxes. This is because news spreads quickly across various digital platforms, often without adequate verification. At the same time, thanks to digital technology, journalists have wider access to create interesting and varied content, as well as interact directly with audiences through social media (Ganotakis et al. **[15]**). However, research also highlights that the pressure to produce viral content can come at the expense of substance and accuracy. Amidst these issues, the Indonesian region, especially cities outside Java, are facing a unique challenge in combining local cultural traditions with global communication dynamics driven by digital technology. philosophical values provide a framework for understanding and interpreting the implications of ethics, morals, and worldviews in the dynamics of globalization. They help shape individual, societal and policy perspectives in dealing with the challenges and opportunities offered by an increasingly complex global environment (Rico et al. **[16]**). The city of Banjarmasin, as one of the important cities in South Kalimantan, has a diverse media and cultural landscape, making it an interesting environment to understand how challenges and opportunities for journalistic communication are faced at the local level.

The city of Banjarmasin, as one of the important cities in South Kalimantan, has unique cultural and social characteristics. The influence of digitalization in journalistic communication in this city raises questions about how this dynamic interacts with the rich culture and local traditions. How do local media in Banjarmasin City face the global challenges of the digital era, while trying to maintain a local essence in news coverage? What are the opportunities presented by digital platforms, and how does this affect the way journalists interact with audiences and convey information? This research will broaden our understanding of how journalistic communication operates in the midst of technological change, especially in areas that may not have been extensively researched in the literature. By analyzing the perspective of the City of Banjarmasin, this research will provide new insights into how the interactions between technology, local culture, and global communication dynamics shape the journalistic map in the digital era. Thus, this research seeks to provide a more comprehensive view of the challenges and opportunities faced in the context of journalistic communication in the digital era. Through a deeper analysis of the challenges and opportunities for journalistic communication in the digital era, with a focus on the perspective of the City of Banjarmasin, this research seeks to provide a more comprehensive understanding of changes in journalism and their impact on local communities. As such, this research will provide a more complete view of the transformation of journalism in the digital age, and how this permeates within typical local realities.

II. RESEARCH METHODS

The writing of this journal was carried out through a literature study method with a focus on challenges and opportunities in journalistic communication in the digital era, with a special perspective on the City of Banjarmasin, South Kalimantan. A literature study approach is used to collect, analyze, and synthesize information from various literature sources that are relevant to this topic (Alabood et al. **[17]**). This method allows a deep understanding of the development of journalistic communication in a digital context and its impact on the local area. The main steps in this writing method are as follows:

1. Identification of Themes and Objectives: Identification of the main themes, namely challenges and opportunities in journalistic communication in the digital era, as well as focusing on the City of Banjarmasin, South Kalimantan. The purpose of writing is to analyze the development of journalistic communication in the digital era, describe the challenges faced, and identify opportunities that exist.
2. Collection of Literary Sources: Literature sources were obtained through searching databases of scientific journals, digital libraries, news articles, books and related academic publications. Relevant keywords such as "journalistic communication", "digital era", "social media", "Banjarmasin City", and the like are used to identify suitable sources.
3. Selection and Analysis of Literary Sources: Sources that have been found are evaluated for their relevance and quality. The most relevant and in-depth articles were selected for further analysis. The analysis was carried out by reading and identifying the main themes, findings, methodological approaches, and conclusions from each literature source.
4. Synthesis of Findings: Findings from different literature sources are synthesized to identify general patterns in challenges and opportunities for journalistic communication in the digital era, especially in the context of Banjarmasin City. Comparisons between findings from various sources are made to obtain a comprehensive understanding.
5. Creating Journal Structure: The results of the synthesis are used to form the structure of the journal, including the introduction, literature review, main findings, discussion, and conclusions. Each section is designed to reflect the development of the argument from the analysis of the literature.
6. Writing and Development: Synthetic material is used to develop the main arguments in each section of the journal. Key points, main findings, and interpretations are reinforced by proper references from literature sources.
7. Development of Discussion and Conclusion: The discussion section is used to relate findings from the literature with the context of Banjarmasin City in particular. In the concluding section, a synthesis of findings is used to formulate conclusions about the challenges and opportunities for journalistic communication in the digital era in the region.

This writing method systematically applies the principles of literature study to produce an in-depth understanding of the challenges and opportunities of journalistic communication in the digital era, with a focus on the city of Banjarmasin, South Kalimantan. With this method, it is hoped that this journal will provide a valuable contribution to understanding the transformation of media and journalism in local and global contexts.

III. RESULTS AND DISCUSSION

Dynamics of Journalistic Communication Challenges in the Digital Age

This research identifies a number of main challenges faced by journalistic communication in the digital era, with a focus on the perspective of the City of Banjarmasin. First, the speed and limitless volume of information from various digital sources impacts the pressure to produce news quickly. This leads to a decrease in accuracy and thoroughness in verifying information. The results of the study (2020) state that it is important to adapt innovative digital marketing communication strategies to deal with business competition in the postmodern era. The main objective of adapting such a strategy is to face increasingly competitive business competition amidst cultural and technological changes. The importance of adapting innovative digital marketing communication strategies indicates that companies need to think outside the box and use a more creative and responsive approach to changes in the business environment that are occurring. Furthermore, the results of the research (Sadeli & Sosiawan **[18]**) state that it is necessary to adopt a business management strategy that accommodates the needs and behavior of readers in the digitalization era of the Industrial Revolution 4.0. adopting a business management strategy that accommodates the needs and behavior of readers in the digitalization era of the Industrial Revolution 4.0 requires them to adapt quickly and creatively to changes in the ever-changing business environment. Second, the rise of fake news and disinformation on digital platforms threatens media credibility. The results of the study (Turpyn & Nasucha **[19]**) state that even news portals are not spared from the spread of hoax news. These various types of fake news allegedly appeared to take advantage of the current conflict moment and aim to attract readers' attention. This has the potential to result in polarizing public opinion on the Kashmir conflict and illustrates the impact of fake news in this complex digital era. Fake news easily spreads through social media, undermining public trust in the information presented.

Opportunities in Journalistic Communication in the Digital Age

On the other hand, the digital era also opens up great opportunities for journalistic communication. The direct interaction between journalists and readers via social media strengthens the bond between the two. Social media also provides a platform to reach a global audience, which was previously difficult for local media to reach. Another

opportunity is the ability to use multiple content formats, such as videos and infographics, to present news stories in a more engaging way . Research conducted by (Saptadi & Sumarta [20]) states that the digital era opens up new opportunities for journalistic communication. With advances in information technology and the internet, traditional mass media have undergone a significant transformation in the way information is conveyed, accessed and consumed by society. The digital era has provided an opportunity to disseminate information quickly and evenly to a global audience. With an online platform, news and journalistic content can be accessed by anyone, anywhere and anytime. Interactive social media platforms and news sites allow readers to actively participate by providing feedback, sharing stories, and even having discussions with journalists or other readers. This creates a wider space for dialogue between journalists and audiences, turning communication into a two-way process. Another opportunity is the ability to use multiple content formats, such as videos and infographics, to present news stories in a more engaging way. (Zenari et al. [21]) revealed that the ability to use various content formats, such as videos and infographics, in presenting news has a significant impact in making news more interesting and relevant to audiences. Using visual content formats such as videos and infographics can increase reader engagement. More visual and engaging content tends to spark interest and keep readers engaged in reading or watching the news longer. Infographics are able to explain complex information in a way that is simpler and easier to understand. This helps bring a better understanding of issues that may be difficult to explain with text alone. However, his research also underscores the importance of tailoring content formats to target audiences and communication goals. Although a visual format can provide significant advantages, too much use can interfere with understanding the content of the news if it is not implemented properly. Therefore, journalists need to consider carefully how the format of the content supports the message it is trying to convey and how best to effectively blend visual elements with informational content.

Challenges and Opportunities in the Context of Banjarmasin City

The city of Banjarmasin, as a cultural and social center in South Kalimantan, has a unique challenge in combining local traditions with global dynamics in the digital era. This challenge is seen in the efforts of local media to maintain cultural authenticity in news content that is increasingly digitized. (Alahmed et al. [22]) in his research results explained that presenting news that is in accordance with local cultural values is a major challenge. Journalists need to ensure that the content presented respects and accommodates the cultural sensitivities of the local community. In journalistic practice, presenting news that respects local cultural values involves an in-depth understanding of cultural aspects that influence people's perceptions and views. Journalists need to consider the language, norms, customs, and beliefs that exist in the local culture when compiling and presenting stories. By ensuring that the content presented is in accordance with local cultural values, journalists strive to ensure that news is not only factually accurate, but also avoids potential insults or discrepancies with beliefs and traditions that are respected by the local community. This is an important challenge that must be faced by journalists in carrying out their journalistic duties with ethics and a sense of responsibility.

However, opportunities also arise, especially in exploring multimedia content that embraces local cultural characteristics, so as to attract the attention of more people. The results of the study (Zeiler & Mukherjee [23]) reveal that a multimedia content exploration strategy that includes local cultural characteristics has great potential to attract the attention of more people. This exploration reflects efforts to combine the richness of local culture with multimedia technology in order to create a more powerful and impactful communication experience. In practice, this means creating multimedia content that is not only informative, but also reflects local cultural identity. Such content may include elements such as traditions, arts, crafts, music, and other cultural characteristics that are unique to a region. By embracing local cultural characteristics in multimedia content, the aim is to get people interested and challenged to understand, appreciate and participate more actively in the unique aspects of the culture. Attracting the attention of more people through multimedia content that reflects local culture not only supports cultural preservation, but also enables the dissemination of information and experiences of cultural diversity to a wider audience. It is an attempt to harness the power of multimedia in educating, entertaining and promoting valuable cultural heritage.

Integration of Culture and Technology in Journalistic Communication

In facing challenges and opportunities, the integration of local culture with technology is important. Based on the findings of the literature, namely (Zhang [24]) applying cultural elements in digital content can make it more interesting and meaningful to audiences. In a digital age filled with information and entertainment, the use of cultural elements can be a powerful differentiator, helping digital content to stand out and grab attention amidst the information noise. Therefore, implementing cultural elements in digital content is a smart strategy in an effort to create content that is more interesting, meaningful and relevant to the audience. By reflecting cultural identities, digital content becomes more recognizable and relevant to the communities that have ties to that culture. This creates an emotional connection between content and audience, which can increase reader or viewer engagement and bonding with the content. Furthermore, (Ndlovu & Sibanda [25]) also revealed that the integration of culture and technology in journalistic communication has great potential to create a strong and relevant impact in this digital era. Through the integration of culture and technology in journalistic communication, journalists have the opportunity to enrich content, promote cross-cultural understanding and build stronger relationships with audiences. However, the success of this approach depends on a deep understanding of culture and accurate journalistic ethics.

Local media in Banjarmasin City can take advantage of digital platforms to promote regional culture and maintain identity in this globalization era.

Impact of Journalist-Audience Interaction in Local Context

The interaction between journalists and readers on social media has a significant impact on journalistic communication. In a local context, such as the City of Banjarmasin, this interaction can strengthen the relationship with the audience. However, keep in mind that the influence of content quality remains crucial; interacting does not mean sacrificing news substance for the sake of popularity. (Andringa [26]) in his research results revealed that direct interaction between journalists and audiences in the local context has the potential to increase community involvement and participation. Two-way communication that is established through channels such as social media or community forums allows the public to contribute, share opinions, and interact with news content. Through more personal interactions, journalists can build closer relationships with audiences. This can result in a higher establishment of trust and trust between the media and the public, so that news content has a stronger impact. Then (Ndlovu & Khupe [27]) said Interaction with the audience allows journalists to understand the needs, interests, and problems faced by local communities. This helps in creating more relevant news content, according to the needs and expectations of the audience. Through interaction, journalists can respond to the aspirations and needs of the community, focusing their coverage on topics that are truly relevant to the local context. This creates a bigger impact because the content produced is really relevant to the realities of society. However, there are several challenges that need to be overcome in managing journalist-audience interaction, such as overcoming the risk of unhealthy debate, ensuring the accuracy of information conveyed by audiences, and maintaining the quality of communication in a large number of responses.

IV. CONCLUSION

This study explains how journalistic communication has undergone significant changes in the digital era, with a focus on the perspective of the City of Banjarmasin, South Kalimantan. The digital era has brought transformations in the production, distribution and consumption of news, presenting unique challenges and opportunities for journalists in a culturally and socially diverse region such as Banjarmasin City. In the digital era, the speed and unlimited volume of information has resulted in pressure for journalists to produce news quickly. However, this phenomenon can come at the expense of accuracy and verification of information, and creates the risk of spreading fake news and disinformation. Journalists are also faced with the challenge of managing the pressure to produce content that can generate more clicks and engagement, which in turn can come at the expense of news quality (and the integrity of journalism. However, the digital era also opens up great opportunities for journalistic communication. The direct interaction between journalists

and readers via social media strengthens the bond between the two. Using multiple formats of multimedia content, such as videos and infographics, can make news stories more interesting and relevant to your audience. Additionally, the integration of cultural elements in digital content can create a strong and relevant impact and promote cross-cultural understanding. In the context of Banjarmasin City, the challenges and opportunities for journalistic communication are related to the need to maintain conformity with local cultural values. Presenting news that respects culture and accommodates the sensitivities of local people is a major challenge. However, opportunities arise in exploring multimedia content that embraces local cultural characteristics, so as to attract the attention of more people. The interaction between journalists and audiences in the local context has a significant impact. This interaction can increase community involvement and participation, build trust and confidence, and enable journalists to respond to community aspirations and needs. However, good interaction management is needed to overcome challenges such as the risk of unhealthy debates and maintain the quality of communication. Overall, this study describes the complexity of the dynamics of challenges and opportunities in journalistic communication in the digital era, especially in the Banjarmasin City Context. Integration of local culture and technology is key in dealing with this change. By understanding the challenges and taking advantage of the opportunities that exist, journalistic communication practices in the digital era can become more relevant, impactful, and connected to local communities

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