

COMMODIFICATION ONLINE MEDIA IN WIN COMPETITION NEW MEDIA INDUSTRY IN INDONESIA (CASE STUDY: LIPUTAN6.COM)

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ABSTRACT

New Media also called Media Online, now has become an important requirement and important: by the people, given today's life can not be separated from the Internet activities. Formulation of the problem of this study, to do analysis of how Liputan6.com can do commodification Content, Audience and Siberatik in accordance with the needs of the market, so liputan6.com can win the competition in the New Media industry or New Media. Theory I used in this research is the theory of New Media introduced by Mark Poster to conduct technological approach, which stated that the online media it must contain criteria Sync, Interactivity and Privacy whereas by Vincen Mosco stated that online media can be commoditization if it fulfills the commodification of criteria that contain elements of both the commodification of content or intrinsic, extrinsic and siberatik audience or containing reducing the limits of space and time. The study of Liputan6.com stated, that in doing Commodification Liputan6.com do commodification commoditization of content or a more direct intrinsic pemberitaanya in young children. Additionally Liputan6.com was doing Commodification to society or extrinsic commodification, by the involvement of the audience in terms of the so-called citizen journalistik, so the audience to believe that what is delivered it contains elements of truth, and the last Commodification is Siberatik where space and time become lost when directed and packaged in accordance with the purpose of informing Liputan6.com in the news. The study of Liputan6.com can be concluded that this Liputan6.com met the element in order to perform commodification memenangkan New Media industry competition

Keywords: 1) Commodification 2) New Media 3) Konvergensi Media

1. Introduction

Online media, along with the development and progress of the times, has a strong role in shaping people's minds about reality. Using the paradigm of Peter D. Moss (1999) as disclosed Dedy Nur Hidayat in the introduction to the book Framing analysis, discourse mass media including newspaper stories, cultural constructs generated using ideology as a product of mass media, news reports using specific framework for understanding reality social. Through the narrative, newspapers offer specific definitions concerning human life: who's the hero and who the villain; reason what makes sense and is not; as well as what the solution should be taken and abandoned.

Now, since the daily activities of man are increasingly congested, the use of online media in terms of accessing news also increased. Each of the print media and then in droves

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to make an online version to take part in market competition. The existence of online media nowadays is a part that can not be separated from public life, as online media has the role of the custodians of information regarding the event or events that have occurred both inside and outside the country more quickly and easily accessible.

The hallmark of the mass media is its ability to cause simultaneity (simultaneity) on the part of the public in receiving messages disseminated. The message conveyed by the mass media through magazines, newspapers, tabloids, books, television, radio, internet, and the film received simultaneously by a large audience numbering in the thousands and even tens of millions. The mass media are both supposed to be running the same functionality as mass communication as proposed by Harold Laswell, including to inform (to inform), to educate (to educate), and to entertain (to entertain). According to Law No. 40 of 1999 on the Press, that the function of the press is to inform, educate, entertain, and monitoring social (social control) in both the public and the behavior of the authorities.

For approximately the last ten years the mass media is growing very rapidly. In the past, the type of media consumed by people is just the print media (newspapers, magazines, tabloids) and electronic media (radio, television, film). Now, after the development of information and communication technology which is marked by the birth of the Internet in the middle of the civilization of modern society, then comes what is called the online media. Initially the online media is intended to move the news in newspapers or magazines into the Internet or known as in-line-kan. In other words, product news print and online version makes no difference. But after several months of ongoing reform era, emerging online media serving named detik.com news. Website Detik.com had no print version, though in the development of ever making the print version. Printed version are not long-lived and must be closed immediately. Further back to the online news that is shown only in the online course. The news that there is also always up to date so that it becomes a reference of many people.

Cleverness, sophistication, and facilities caused by the advancement and development of information communication technology has become its own history for the birth of online journalism. Tend to be enthusiastic and dynamic society in addressing the proliferation of a variety of news and information presented by online media. Significantly, it was clear that communication technologies provide enormous advantages for its users, especially in terms of communicating (delivery of news to be very fast). Telecommunications technology also makes the world more close and united because of time and distance is getting shorter, the movement of information goes quickly and spread in accordance with the desired objectives.

But now, online media turned into fields for businesses that have sprung up various types of online media that seeks to inform an incident or event within a relatively short time immediately after the event or events in progress (known as breaking news). As time went on and the proliferation of online news source, the orientation of the next online media is no longer the truth and accuracy of news delivered but rather the motto 'who is the fastest he's the greatest'. The phenomenon of financier domination can be seen from the figures of businessmen who are behind the scenes ownership in the mass media. In detail, the emergence of capitalist class domination can be seen from many emerging media compositions plus branches, but only controlled by the two investors. As an illustration, the owners of capital have developed a network of media (media network) to dominate the market (mass). By doing so, a variety of market segmentation can be "recruited" in order to perpetuate the media industry so that the survival of the media can be maintained.

Conglomeration of symptoms can be seen from the domination of the financiers who now control a variety of mass media in the country. For example, Harry Tanoesoedibyo through business corporation, MNC has RCTI, MNCTV, GLOBAL TV, Radio Trijaya,

newspaper Seputar Indonesia (Sindo), a satellite TV network and Internet news okezone.com Indovision. Today, the flag a number of media businesses are able to influence the public's perception of events in the country.

The next media business strength, was from PT Bakrie Brothers (Bakrie Group) owned by Anindya N. Bakrie Bakrie Group is in charge of the quiz (PT Horizon Andalas Televisi) which is now shared stocks with STAR TV (News Corp shares dominate 20%) and TV One, Public know clearly that Bakrie, Golkar. dan Party Chairman and former Minister for People's Welfare (Menkokesra) in the era of government of Susilo Bambang Yudhoyono (SBY).

Another business group that is developing is PT Trans Corporation (Group Para). This group oversees Trans TV (PT Television Transformation Indonesia) and the Trans-7 (PT Duta Visual Nusantara Tivi Tujuh). That the mass media-based audiovisual belong Choirul Tanjung (CT) is able to segment the market is large enough. Not only the event more special, rubrikasi movientainment developed the program in translucent screen is able to hypnotize millions of Indonesian people's eyes. With a power rating which is pretty good, too, the group TV trans able to position itself as one of the "qibla" spectacle homeland. As a result, a television with a variety of shows was able to enchant the public attention and direct it into the guidance of its adherents in the country.

In theory hypodermic, opinions are constantly being developed mass media can influence public perceptions, so that people do not face the power of domination opinions developed mass media. At the moment, market segmentation is formed through the grain mass media, then at other times are not the same, the media can suck ketergantungan advantage of the masses against the media movement.

To maintain the existence of the "advantage" of the market, the mass media will present a diverse menu that is presented to the public. The goal, in order not to lose mass media and still be able to deliver "addiction" to the public the content of the media message. So in order to sustain the symbiotic mutualism between the mass media and a variety of sections was made that the public is always interested and agrees with the content of the media message. Massa buy products, media benefit, otherwise if the masses away, the media will face death.

Media in Indonesia also looked lively. Many owners of mass media company that is developing into a multimedia bisnisnya mass without leaving the core business (core business) was, Among them there are merging or buying companies and other media companies. In fact, they are not a few who cooperate with foreign parties. In addition, in the ranks of the national mass multimedia owners were also new faces previously known as non-media businesses.

Many owners of media companies that ultimately would not want and like it or not apply a policy "swerved" (change direction sharply) and also "increases the rate of speed driving" (overdrive) in running the business.

The result of the combination of these make the look of the homepage-news portal in Indonesia as well as in various other parts of the world-became more festive by presenting news content is no longer just text and photos but include document format class sound quality of radio and television berbasis web streaming. Public also becoming familiar with the contents of the news beristilah streaming radio and TV streaming. They are also increasingly feel the joy of surfing to the news portal for increasingly high-speed internet access. In fact, they could enjoy it moving (mobile) using wireless technology (wireless).

Along with terjadinya broadcasting and information technology revolution, the corporation - a corporation formed and became a big media by way of shareholding, merger of the joint-venture, the establishment of cooperation, or the establishment of communications giant cartels that has tens or even hundreds of media.

The research results Edelman Trust Barometer 2013 shows that the level of public trust in the media in Indonesia is still one of the highest positions in the world, reaching 77%. The percentage of respondents' level of trust Indonesia to the media is much higher than the average rate of global respondents trust only by 57%.

The media type information consisting of four kinds, namely the traditional media (newspapers, magazines, radio, and television), online media, social media, and the media which is owned by the online media company obtained the highest percentage of 27%. While traditional media thin adrift 1% with online media, namely by 26%. The data showed that the power of the Internet to spread information are unbeaten. Moreover, people today tend to be mobile so that they need to get information about an event in a fast, precise, and accurate.

PT KMK-online (Creative Media Works) is a new company established in November 2012, the companies included in the active use of Internet access as the main direction of its business objectives in the field of online media is by using the internet. PT KMK-online company that produces Liputan6.com. Liputan6.com itself was formed in 1999 while still under the auspices of PT Surya Citra Televisi (SCTV). By adding the word "online" appended to it, is to clarify that the company is engaged in online using internet access.

PT Surya Citra Televisi Liputan6.com set up in anticipation of his face technological developments which time it is predicted to grow rapidly and lead to the convergence of media. In 2010 Liputan6.com do reborn not only take its contents from news Liputan6 in SCTV alone. Liputa6.com this new self, which is to look for the news itself, as well as adding content that is in accordance with market orientation and development at this time.

Based on the traffic in the world of online media, one factor is the popularity of Search Engine Optimization or Search Engine Optimization (SEO) with three main pillars: content, links, and social media, factors other than the promotion of off line. Liputan 6.com according to Alexa rankings. com obtain sequence 382 as favorite websites in the world and the order of 12 local websites in Bahasa Indonesia (ranked first until the 10th predominantly overseas sites, like Google.com, Youtube.com, Facebook.com, Baidu.com, Yahoo.com. rating Alexa course does not mean "best", is just the popularity of it. However Coverage 6.com including ranking third, from 10 Most Popular Online news portal in Indonesia

As a new born company with a holding of older products from his own company in need mindset and a good strategy to be able to make the public aware that this is now Liputan6.com no longer under the auspices of PT Surya Citra Televisi but has become a moving company under PT KMK- online. Based on this background, researchers are interested in discussing things that will be done by PT KMK- line in an effort to win the battle in the media industry.

Formulation of the problem

The formulation of the problem is a question that will be answered through the data collection forms of this research problem formulation. In this study, the formulation of the problem is How Commodification Interpretation Media Competition Winning Online in the New Media industry in Indonesia Case study: Liputan6.com?

2. Research Purposes

In this study, the goal is to know how Commodification Interpretation Media Competition Winning Online in Mass Media Industry in Indonesia Case study: Liputan 6.com

Basic Theory Framework

Theory of Political Economy Media.

Media economic theory is an approach that focuses more on the economic structure rather than content or media ideology. This theory focuses on the media or reliance ideology of economic power and to bring attention to the analysis of empirical research on the ownership structure and mechanism of action of market forces media. According to this review, media institutions should be assessed as part of the economic system that is also closely related to the political system.

Vincent Mosco said that political economy is seen as the study of social relations, in particular relations of power, which is usually in the form of production, distribution, and consumption of resources. These relationships arise in a reciprocal relationship between natural resources production process of communication such as newspapers, books, videos, films, and the audience is the main resource.

This theory emphasizes the institutional contacts of communications products that connect manufacturers, whole sellers, and consumers. Sales, leasing, and attention will be the input to create a new product. The political economy tend to focus on a series of specific social relationships surrounding the authority or the ability to control other people, process, and various things. Mosco also identified three important characteristics of political economy, namely:

1. Preliminary study of social change and transformation history.
2. The political economy also have an interest in checking the overall social social relations that make up the field of economic, political, social and cultural.
3. Political Economy committed to the moral philosophy, have an interest in social values and moral principles.

Having identified three important characteristics in political economy, Mosco develop the terms of reference of political economy into a process of communication with the three processes. Starting from commodification then proceed with institutional spatialization and structuring. The third process is called the entry point.

The usefulness of the political economy of communication is to describe and explain the significance of this form of production, distribution, and exchange of commodities as well as the rules governing communication structure of the media, especially by the state. Style media production and economic relations became the basis or the defining element in our minds. All things created by the system in the human mind.

The economic system forced the media to work as the economy running. The ability of the media as an institution can survive in a society depends on how the media to adjust to the economic system runs.

The public need information and entertainment with a variety of ways. The need is facilitated by the media who also wants to strengthen its economic position in the economic system of society. The relationship between producers and consumers have become reciprocal relationship that continued sustainable, when the mass media such as television, newspapers, and even the Internet is subject to the interests of capital, then the interests of the public could be ambivalent. Consequences of these circumstances appears in the form of a reduced number of independent media sources, the creation of concentration on major markets, the emergence of ignorant attitude towards the prospective audience on a small sector. According to Murdock and Golding (in McQuail, 1987), the effect of economic power is not directly at random, but constantly: "Considerations of profit or loss realized systematically by establishing the position of groups that are already established in the market for major media and off groups do not have the necessary capital base to be able to move. Therefore, opinions that are acceptable from groups that tend to be the critique of the distribution of wealth and power that lasts. Instead, they are likely to challenge such a

condition can not publish their dissatisfaction or disapproval because they are not able to master the necessary resources to create effective communication to a broad audience. "Mosco also offers three input concept for the application of a political economy approach in the communications industry. First commodification (commodification). This concept refers to the utilization of goods and services as seen from its usefulness is then transformed into a commodity that is worth selling in the market. Form of commodification in the communication are of three kinds: intrinsic commodification (commodification intrinsic), extrinsic commodification (commodification extrinsic), and cybernetic commodification (commodification sibernetik). Both spatialization (spatialization) is a process to overcome the barriers of time and space in social life by the media company in the form of business expansion such as the integration process: hortikal integration, vertical integration, and internationalization. Third Structuration (structuration), which is the process of merging human agency (human agency) with the process of social change in the structural analysis. An important characteristic of the theory of structuring is the power given to the social changes, which describe how the structure is produced and reproduced by human agents that act through the medium of those structures.

New Media Theory

Mark Poster argued that the existence of a new period in which interactive technologies and communications networks, in particular the virtual world will change society. Can be described as: 1) Two-way 2) Outside control of the situation 3) Democratization 4) Raising awareness of individuals 5) Orientation individuals considered more interactive new media and create a new understanding of personal communication. The virtual world provides a meeting place pseudo expanding social world, creating new knowledge opportunities, and provide a place to share their views widely.

Media has several characteristics. The first is the synchronicity of time or distance. In some situations media communication, there is substantial time gap between production and consumption message message. But there are also communication media without any lag time.

Besides synchronicity, which is also a characteristic of the media is interactivity, which means how much influence each other communicators and communicant to control the timing and content of the message. Carrie Heeter longer classify media by the dimension of interactivity. Classification, among others, the complexity or the available options, great efforts to get the public media activity, the responsiveness of media on audiences, audience monitoring, ease of audience add information and facilitate interaction between audiences.

Characteristics of the final media is privacy. Consumption of public media is when the content of the media message should be consumed in bulk. While the trend is that people now prefer to consume media in private for the sake of personal comfort. Traditionally, there is uniqueness in each form of media that distinguish between the types and functions of media with other media.

Conceptual framework.

commodification

According to the Oxford English Dictionary the term commodification derived from the commodity (merchandise) which means something that has the quality of "desirable" or "useful" and "selling things" or "objects of trade". Commodification is the process of transformation of the goods and services originally assessed for the value of the point (for example, the value for the drinks to quench the thirst), become a valuable commodity because it can be profitable in the market after being packed into a beverage in a bottle.

Online media.

Online media also called Digital Media is an online media presented on the internet. Understanding Media Online is divided into two terms, namely general and specific:

a. Definition of Online Media in general, namely any kind or media format that can only be accessed via the Internet contain text, images, video, and sound. In this general sense, online media can also be interpreted as a means of communication online. With the general understanding of online media, then email, mailing lists (mailing lists), website, blog, whatsapp, and social media (social media) in the category of online media.

b. Definition of Online Media in particular is associated with the notion of media in the context of mass communication. Media stands for media of mass communication in the scientific field of mass communication have certain characteristics, such as publicity and periodicity

Winning the Competition

In the perspective of media economics, media compete for market share. Media market is the audience and lawyer advertising. Thus, in the perspective of media economics, media competing for audiences and advertisers.

Viewed from the perspective of the media economy, the degree of competition can be seen from the market concentration, and the concentration of ownership. The media market is relatively similar will compete strictly. Metro TV and TV One compete closely because they target the audience and the advertisers that are relatively similar. To reduce the degree of competition, the media generally expanding market. To reduce the degree of competition with Metro TV that target audience of class A and B. The aim TVOne also C-class audience, in addition to the class A and B, for example.

The concentration of media ownership can reduce the degree of competition between the media. If, for example, in a wlayah there are five newspapers and three newspapers joined in one group. Meanwhile, two other newspapers to build one more group, then if the previous five competing newspaper, now only two groups competing newspapers.

Industry New Media

The new media is a broad term that emerged in the latter part of the 20th century to include the incorporation of traditional media such as movies, pictures, music, spoken and written word, with the power of interactive computer and communications technology, computer enables consumer devices and most importantly the internet , New media held out the possibility of on-demand access to content anytime, anywhere, on digital devices, as well as the interactive user feedback, creative participation and community formation around media content ..

Widespread use of digital technology as the introduction of information has opened the way for Indonesia to enter the era of New Media. A number of major media industry group has prepared a strategic national convergence step browse through the digital world. Internet is becoming the technology convergence that unites various media platforms in the new forms of media. There are two characters "new" media that grow through the internet. First, the trend presents events quickly and presented through multiple platforms at once, of video, voice and text. Second, through digital technology, messages or information spread horizontally, from one user to one community, or vice versa. For example, the emergence of YouTube, a video-based social networking applications, making various important events sent by individuals and instantly display information that can be accessed globally.

3. Research Methods

The focus of this research is the commodification of online media in the competition to win new media industry in Indonesia (6.com Coverage case study) with a long study of the month August 2015 s / d March 2016 The approach in this study used a qualitative approach. Qualitative research aims to explain the phenomenon with profusely. This research does not give priority to the large population or even the population sampling or sampling very limited. If the data collected is already deep and could explain the phenomenon under study, then no need to look for another sampling. Qualitative research is research that aims to understand the phenomenon of what is experienced by the subject of the study such behavior, perception, motivation, action, and others, in a holistic manner, and in a descriptive way in the form of words and language, in a specific context natural and by using various scientific methods.

4. Research Result

The result of this study are Synchronisation, is the distance of time. In some situations media communication, there is substantial time gap between production and consumption message message. But there are also communication media without any lag time. Basic why this liputan6.com made was to close the gap between production and consumption message message given Internet technology already embedded in everyday life through existing gadgets, so it can not be avoided the production of the message must be balanced with the needs of the message, especially young people, overwhelmingly most of the time be shared Gadget owned, is the background why it needs to be done by synchronizing liputan6.com.

Besides synchronicity, which is also a characteristic of the media is interactivity, which means how much influence each other communicators and communicant to control the timing and content of the message. Carrie Heeter longer classify media by the dimension of interactivity. Classification, among others, the complexity or the available options, great efforts to get the public media activity, the responsiveness of media on audiences, audience monitoring, ease of audience add information and facilitate interaction between audiences.

In Liputan6.com interactivity created between communicators with komunikannya is to engage the audience through opinion forums, so the news is presented Liputan6.com any given comment forum as shown below, sehingga audience feel a role in obtaining the information.

Characteristics of the final media is privacy. Consumption of public media is when the content of the media message should be consumed in bulk. While the trend is that people now prefer to consume media in private for the sake of personal comfort. Reports on such characteristics as a medium that puts 6.com actual moto sharp and reliable while providing privacy at every pemberitaanya especially those that have an element of "adult" considering the target audience or audiences are young people who are also reaching the age of 15 years it is necessary privacy tools, but on the other provide privacy characters become more open audience information such as what is needed. Here provides the opportunity for Coverage 6.com to provide a means of learning to the reading public, as illustrated below.

The Political Economy of Media is a theory popularized by Vincent Mosco, Liputan6.com has implemented the ideology of political economy at liputan6.com. There are three concepts that run in the political economy of media by Mosco. That is partly commodification, spatialization and Structuring.

The first concept is Commodification, Commodification is the process of making the goods or services of value in use and change them with valuable commodity on the market what is produced. In Liputan6. Com apply this concept into a news portal dibentuk. Hal is due to attract attention amid the commodity market. This commodity form of reporting that includes information knowledge, lifestyle, show biz sports, economics and information technology. These commodities are then produced and then offered for sale to the public. It happened at the instigation of market needs. This requirement is present in a wide range as well as the fulfillment of social needs including physical satisfaction in it there until fulfillment status in society.

Everything is included in the coverage 6.com mostly contains commodity ready to be thrown into the market. Given the increasing levels of needs, liputan6.com were vying to reach the audience as close as possible. The formation of a variety of means well by opening the video uploder with Vidio.com Channel name, opened the forum coment and receive information or news that is covered by the audience as citizen journalism to legalize football fan communities is one step to keep reaching readers. This will lead to and promote loyalty of its readers

This Liputan6.com also keep any of his columns it presents the latest information. Based on the three forms of commodification described Mosco that commodification is or the (intrinsic), the commodification of the audience (extrinsic), and commodification siberatik, identified Liputan6.com do commodification of content (intrinsic) and commodification audience (extrinsic) in liputanya. Commodification is the process of changing the content or form a message and a set of data into the system meaning such that it becomes a marketable product. While the process of commodification of media audiences generate audiences for handing it to the advertiser.

Commodification contents do liputan6.com is shaping the messages contained in the article such that it can construct the concept and purpose of the news portal. Information or news that is generally consumed by the parents, can be applied in the form of a cosmopolitan lifestyle, which is not knowledge that is absorbed or presented to the audience who must keep abreast of the times, but the appearance must also be able to follow the needs of the audience. After constructing the concept and purpose of the news portal, then the result of the process of commodification is ready to hit the market.

Commodification audience conducted by Liputan6.com is membantu homogeneous audience, which is interested in using video to capture the activity of the camera, because the assumption is that everyone today certainly have a Mobile or smart phone equipped with a camera device, especially young people who sometimes have a mobile phone or smart phone or gadget that is more than one. So it is not surprising that social media such as Facebook and instagram always bloom in use youth as a means to keep hadir. Berdasar to these conditions, then turn to companies who want to access the audience, where the audience can help facilitate the acceleration of socialization or help obtain information quickly, with reward audiences who are willing to video or reportage loaded through 6.com Coverage, thus marketing strategy 360 0 was implemented, one of which is done by word of mouth strategy or Word of mouth.

The third is the commodification commodification siberatik that process to overcome time and space in social life. Commodification siberatik conducted by 6.com coverage is to do the integration in its business to minimize the barriers of space and time. Commodification siberatik that occur in the process of commodification is happening when a firm is also interested to operate in other stage productions, such as the provision of materials, equipment and distribution.

Liputan6.com do commodification siberatik with several other protal under the auspices of KMK, such bintang.com and Vidio.com, which is the development of TV Liputan6 under shelter Emtek Group. This proves that, under Group Emtek SCTV, Indosiar, Channel O and other media is a force that is managed by the same people.

Commodification Liputan6.com seiberatik conducted aims to support their business in the mass media industry in order to minimize the barriers of space and time. Various supply of materials and equipment needed as a step in the diversification of the company. Diversification is done to protect the company from the effects of the recession are likely to occur in areas of commodification siberatik tertentu. Liputan6.com do in order to maintain continuity of their business in order to remain able to survive and compete in the industry of new media or new media.

Commodification siberatik concept represents the union of ideas and agencies, as well as the process of social praxis in the analysis of commodification siberatik close relationship with social change, where social life itself consists of space and time. The process of social change is a process that describes how space and time produced by agents acting through this siberatik commodification.

Liputan6.com do siberatik commodification process by bringing together ideas on each agent are formed in a group to form a news portal. The agents who are members of the group must have an idea that the same thought or idea which later formed the structure of the organization or team that works for each section on a news portal. then they are expressing ideas through the medium of the magazine that will be distributed to the audience. The following chart illustrates the concept of the political economy of media conducted by liputan6.com.

5. Conclusion

1. As a news portal or online media, Liputan6 com base media activity depends on the Internet means that the job of socializing or dissemination of news. So through this study declared successful, because dimanasaja people were able to enjoy the information disseminated through the internet, many internet users, especially young people, can receive the information offered for Liputan6.com deliver the speed, accuracy and varied, because that is the value of Liputan6.com sale, which, if it is not done, it will be left readers.

2. As a news producer in New media industry, Liputan6.com have developed a technique to obtain information as quickly as possible and se-real is to promote the concept of Citizen journalism or citizen journalism. where Liputan6 com in its news coverage Coverage 6.com perform community involvement, given the current mobile phone technology has been equipped for video and camera.

3. That Liputan6.com in doing synchronization on New Media industry is to meet the information needs of young boy who becomes his target audience, it's not unusual when Liputan6.com information refers to information that is entertainment or known by infotainment. Sehingga bring interactivity interesting is the talk of the mouth to mouth, and this is the realization that media coverage can affect the mind readers 6.com

4. Audience postscript young man, became aware of where the information is of a general nature and where the information is privacy when it teaches media and Liputan6.com had been taught that by blocking for content-adult content, so that when the audience synchronize news to disseminate to the other side they will realize this is feasible or not delivered.

5. Liputan6 com identified applying the ideology of political economy in the production of the news media, especially in terms of commodification, either in content or intrinsic commodification that is by presenting more information on entertainment, then

the commodification of public or extrinsic ya doing citizen engagement in order to gather news and spread the so-called citizen journalism and commodification siberatik which reduces the limits of space and time with the sustained dissemination of news, namely by sharing in other media either Yahoo.com, Vivanews .com and other social media.

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