



Opportunities and Challenges For RCTV In Maintaining The Existence Of The “Wewara” Program

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DOI:

<https://doi.org/10.47134/interaction.v3i1.5934>

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Received: 20-04-2026

Accepted: 20-05-2026

Published: 20-06-2026



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Abstract: This study aims to examine the opportunities and challenges faced by Radar Cirebon Television (RCTV) in maintaining the existence of its news program, *Wewara*, amid the rapid development of media convergence in the digital era. The study is motivated by changes in public media consumption patterns, where audiences increasingly prefer digital platforms over conventional television broadcasting. This condition requires local television stations to adapt their strategies to remain relevant and competitive in the media industry. This research employed a qualitative approach using a case study method to obtain an in-depth understanding of the phenomenon. Data were collected through in-depth interviews with key informants, including the Editor-in-Chief, reporters, and two viewers of the *Wewara* program. Observation and documentation techniques were also used to support data validity and enrich the findings. The collected data were analyzed descriptively to identify the implementation of media convergence and the challenges encountered by RCTV. The findings indicate that RCTV has implemented various media convergence strategies by utilizing digital platforms and social media as alternative channels for content distribution and audience engagement. These efforts provide opportunities to expand audience reach and maintain the relevance of the *Wewara* program. However, the implementation of media convergence still faces several obstacles, particularly in optimizing digital strategies, adapting to technological developments, and overcoming limitations in human resources and media management. The study concludes that media convergence plays a crucial role in sustaining the existence of the *Wewara* program. Therefore, strengthening editorial management, enhancing digital capabilities, and continuously innovating news content are essential to Improve RCTV’s Competitiveness In The Digital Media Landscape.

Keywords: Media Existence; Media Convergence; Local Television; Broadcasting Strategies; Media Opportunities And Challenges.

Introduction

The mass media ecosystem, particularly television, has undergone a transformation due to advances in communication and information technology. The public’s patterns of information consumption have shifted toward digital media and online platforms, such as YouTube, Instagram, and online news sites. Today, viewers prefer content that is instant, available on demand, and accessible at any time via electronic devices a stark contrast to television, which was previously the primary source of news and entertainment ([Philip M. Napoli, 2011](#)). According to (Jenkins, 2006), this development reflects the evolution of media

convergence. Today, the line between traditional media and new media is becoming increasingly blurred ([Flew, 2014](#)).

The processes of media content production, distribution, and consumption are interconnected and influence one another, According to ([Khumayah, 2025](#)) public information policies in today's digital landscape must address issues of open data access and the demand for rapid and equitable information dissemination. The strategies employed by television programs to remain successful and relevant particularly in reaching new audience amid ongoing media convergence are indirectly influenced by these circumstances ([Westlund & Lewis, 2014](#)).

Broadcasting institutions need to changes in audience behavior driven by media convergence and technological advancement. Convergence is defined as the integration of modern and conventional technologies, as well as cultural transformations that encourage audiences to actively participate in the creations and dissemination of information ([Jenkins, 2006](#)). The media should also help people interact with one another through various digital platforms ([Flew, 2014](#); [Hermida, 2012](#)). In the regard, Radar Cirebon Television (RCTV) faces a major challenge in maintaining its position among national media outlets and global digital platforms such as YouTube and Tiktok ([Sanjaya, A., & Hidayat, 2023](#)).

Researchers are interested in studying the evolution of local media, with reference to the Radar Cirebon.id website ([RCTV, 2025](#)). RCTV, founded as part of the Radar Cirebon Group in 2008, has managed to survive to this day amid the rapid development of digital media. One of RCTV flagship programs is "Wewara" a unique local news program that remains accessible to viewers in Cirebon and the surrounding areas to this day. The continued existence of "Wewara" demonstrates that local media still has a chance to survive, even though the public's news consumption patterns have undergone quite drastic changes.

During a preliminary visit to RCTV, the researcher learned that the "Wewara" program consists of five segments that air daily. Among them are "Wewara Petang" which airs live daily from 6:00 PM to 7:00 PM WIB; followed by "Wewara Pilihan" a selection of news segments that air during commercial breaks specifically at 8:00 PM, 9:00 PM and 10:00 PM, with one selected news segment at each of these times. "Wewara Malam" airs from 11:30 PM to midnight, followed by "Wewara Pagi" from 7:00 AM to 8:00 AM and before that, "Wewara Basa Cerbon" from 5:30 AM to 6:00 AM.



Figure 1. Broadcast of the "Wewara Petang" Program on RCTV
(Source: RCTV broadcast archives from 2026)

The future of RCTV programming faces major challenges. Audiences now prefer short, easily accessible news online, as their viewing habits have changed ([Tobergte & Curtis, 2013](#)). RCTV must quickly adapt its content and develop distribution strategies for various platforms. Additionally, local media outlets face challenges when implementing media convergence strategies. Limited digital infrastructure and human resources are among the obstacles currently being faced.

In light of this phenomenon, the main research question in this study is how RCTV seek to ensure the continued existence of the “Wewara” program amid the challenges arising from the era of media convergence. This study examines RCTV adaptation to changes in public media consumption habits, RCTV use of digital platforms for distributing “Wewara” content, and RCTV analysis of the opportunities and obstacle arising from the process of media convergence ([Jenkins, 2006; Westlund & Lewis, 2014](#)).

The primary focus of this study is local television, particularly news programs, which have not been extensively discussed in studies of media convergence. Most previous studies have focused on convergence in print and online media within the context of the Radar Cirebon Group, but few studies have examined convergence practices at local television station such as RCTV. This study selected the program “Wewara” as the subject of analysis to examine how local television stations strive to maintain their news programs.

Others issues that have also emerged include how to consistently produce content, distribute it across various platforms to reach a wider audience, and the resource constraints facing the sustainability of local businesses. Drawing on various phenomena within media convergence theory as a theoretical foundation, the author seeks to offer a different perspective on how local television respond to the changes occurring during the media convergence process. This research is relevant because local television still plays a vital role in shaping public perceptions of regional identity, cultural values and as a source of information for the community all of which are influenced by the process of media globalization.

This study specifically analyzes the opportunities and challenges faced by RCTV in maintaining the broadcast of Wewara. In terms of analyzing RCTV adaptation strategies and the challenges it faces, the findings of this study may help develop a framework to support the survival of local media in the digital age and serve as a primary reference for local media in other regions.

Literature Review

Developments in the media industry reflect the efforts of various stakeholders to adapt to the changing patterns of communication and information consumption in the digital age. Overall, the television industry has undergone a transition from conventional television, which relies on terrestrial broadcasting technology, to digital and multiplatform television. The television industry, as part of the broadcasting industry, serves as a conduit for information, knowledge, and entertainment to the general public, with audiovisual characteristics that distinguish it from print and online media. This explanation of the television industry is based on Law No. 32 of 2002 regarding the functions of broadcasting.

A television program can be defined as a specific type of show produced in a particular format such as news, entertainment, educational, or cultural programs and broadcast periodically to meet the needs of viewers. The development of digital television in Indonesia was officially mandated by the government's Analog Switch-Off policy, prompting broadcasters to undergo both a technological transformation and a shift in content distribution models through the internet and social media (Komdigi.go.id, 2022). This shift has led television stations, including local stations, to move away from relying solely on linear broadcasting and instead integrate digital platforms as a means of ensuring the industry's sustainability.

In the context of local television, news programs serve a strategic function as a medium for representing regional identity. The program "Wewara" produced by RCTV, is one example of a local news program that distinguishes itself by covering social and culture issues and all aspect of local community life. ([Lanandie et al., 2024](#)) In his research, he supports this by finding that "Wewara" plays a role in preserving cultural heritage.

Cirebon through values derived from the local community. In conclusion, it should be noted that local news programs not only serve as a source of information but also act as agents of cultural preservation. However, research on RCTV cultural preservation efforts has not yet detailed the extent to which RCTV media adaptation strategies align with current societal trends, which increasingly favor digital recording to watch news via social media.

The transition from conventional television to digital television is also closely linked to the practice of media convergence. Media convergence itself encompasses not only technological integration, but also the integration of newsrooms and human resources, as well as cross-platform content distribution ([Boczkowski, 2004](#); [Domingo et al., 2008](#)). Furthermore, research by ([Muzhaffar et al., 2025](#)) indicates that the merger of the print and online editorial teams at Radar Cirebon aligns with changes in audience behavior, which has subsequently become a strategic move in the publication's news operations.

On the other hand, an internal report from ([RCTV, 2025](#)) also indicates that the use of websites and social media is effective in expanding the reach of the information being shared. These findings are consistent with the result of a preliminary being shared. These findings are consistent with the result of a preliminary study ([Azizah, 2021](#)) which found that optimizing digital media can increase the the visibility of local news coverage. However, since each of these studies focused primarily on either print or digital media, media convergence has not yet been fully reflected in the production of audiovisual news that can be produced by local television stations.

A study conducted by ([Cusniawati et al., 2024](#)) The case of the entertainment program "Tembang Pantura" on RCTV indicated that local media have begun to adapt to the characteristics of digital audiences through innovations in presentation formats and multiplatform distribution. Because it focuses on entertainment and popular culture, this program also exhibits characteristics that contrast with those of news programs like "Wewara" in terms of their informative and educational functions. This is significant because the convergence achieved in entertainment programs may not necessarily be

applicable to news programs, which operate under stricter journalistic standards and credibility requirements.

Research conducted by ([Elisha & Putri, 2022](#)) and ([Bona & Destarini, 2025](#)) It also states that media convergence requires changes in editorial organizational structures and the professional competencies of journalist in order to produce content across multiple platforms ([Steensen & Ahva, 2015](#)). Nevertheless, this perspective remains consistent with the concept of media convergence proposed by Henry Jenkins in his book *Convergence Culture: Where Old and New Media Collide*, which asserts that convergence involves the cross-platform flow of content and a collaboration between involves the cross-platform flow of content and a collaboration between media industries and audience participation. However, most research still focuses on broadcast media or regional media networks that have more resouces than local television stations, and thus does not fully reflect the have more resources than local television stations, and thus does not fully reflect the situation of stations like RCTV, which face several limititation, including technological, financial and human resource constraints.

RCTV (Radar Cirebon TV) is a local television station based in Cirebon with a broadcast reach extending to the surrounding areas. Its broadcasting vision is dedicated to local news and culture, as well as the social dynamics of the communities along the Nort Coast of West Java. As a regional broadcasting institution, RCTV is a media outlet that is not solely focused on commercial interest, but also function as a regional public service media dedicated to facilitating the exchange of information between local government and the community.

From the orgazition's profile as a broadcasting entity, as published on its official platform (RCTV, 2025), RCTV optimizes its terrestrial broadcasts in addition to utilizing digital distribution channels such as its website, social media and other platforms. This profile indicated that RCTV has entered the early stages of multiplatform integration; however, in practice, it continues to face limited resources and the far more dominan competitive dynamics of the digital media landscape. Strategy is not an option but a necessity to ensure the continued existence of flagship programs such as "Wewara".

In the context of local media management, ([Fazryansyah et al., 2014](#)) and (Adhim, 2022) emphasize the importance of in ternal coordination, editorial leadership and effective labor division in maintaining news quality. Furthermore, ([Deuze, 2007](#)) highlights that newsroom transformation in digital journalism also requires organizational and improved journalist adaptability. However, research on editorial management interventions in addressing the challenges of digital convergence in local television remains limited. Considering the editorial management framework, the need to better organize both conventional and digital elements of local television stations is not only still relevant but even more critical in the digital age. In the highly competitive television industry, management must play a key role in ensuring the continued integrity of external development for local TV leaders.

Previous research has focused primarily on print media, online platform or entertainment programs, and thus has not yet evaluated the ability of local television

station's news programs to adapt to the digital age. In response to this situation, this study aims to fill that gap by analyzing the opportunities and challenges facing RCTV in maintaining its "Wewara" program through media convergence strategies specifically in terms of production, distribution and editorial content.

Using Jenkins' Media Convergence Theory as a framework for analysis, this study employs the six dimensions of the theory: technological convergence, industrial convergence, social convergence, cultural convergence, global convergence and narrative convergence. This approach enables a more comprehensive analysis of the opportunities presented by the use of digital technology and the challenges related to media behavior, shifts in audience behavior, and internal resources. Consequently, this study aims to provide both theoretical and practical contributions regarding specific trends in the local television industry in the digital era, particularly through local news programs as expressions of regional cultural identity.

Methodology

The method used in this case study is qualitative. This approach was chosen because it allows the researcher to understand the phenomenon of changing patterns in the public's news consumption and to identify the opportunities and challenges facing RCTV in maintaining the existence of its talk show programs, using Henry Jenkins' theory of media convergence as presented in his 2006 book *Convergence Culture: Where Old and New Media Collide*. A qualitative approach is particularly appropriate for exploring media phenomena in depth, especially those involving organizational adaptation, audience behavior, and communication practices within digital transformation ([Perreault, 2011](#)).

This study was conducted at Radar Cirebon Television (RCTV), located at Jl. Perjuangan No. 9, Sunyaragi Village, Kesambi District, Cirebon City, West Java. This study examines the local news program "Wewara" as a concrete example of how convergent media is implemented at the regional level. This study involved two "Wewara" viewers from the audience's perspective, as well as the editor-in-chief and reporters directly involved in producing the program. The editor-in-chief was selected to reflect the dimensions of editorial policy and tactics, reporters represented the stage of multiplatform content creation and distribution, while viewers provided their perspectives on audience response to the content and the program's sustainability in the digital era.

The data collection methods utilized three primary sources: observation, in-depth interviews, and documentation ([Moleong, 2016a](#)). To conduct the study, the researcher watched live broadcast of Wewara on RCTV to confirm that the program is still airing today. Structured interviews were conducted with the editor-in-chief, reporters, and loyal viewers of Wewara to explore the strategies employed, their perspectives, and the ways in which the program has adapted to the media landscape.

Direct observation were also conducted on the dynamic of editorial work and the stages of news production, including the dissemination of content via social media and digital platforms. A search was conducted for document in the form of broadcast recordings, content uploaded online, and RCTV internal archives. The data obtained was

analyzed using a model ([Matthew B. Miles, A. Michael Huberman, 2013](#)) which consists of three steps: data reduction, data presentation.

Through the application of data triangulation, in line with Moleong's views in the book *Qualitative Research* ([Moleong, 2016](#)), the information obtained is more reliable and provides a comprehensive pictures of how RCTV leverages media convergence to ensure the sustainability of the "Wewara" program.

Result and Discussion

Based on field observations and direct interviews, the researchers found that RCTV utilizes a combination of various media to ensure the continued broadcast of its local news program, Wewara, even though the way the public uses media has changed. In addition, this study identified a trend toward media convergence in the production, distribution, and consumption of local news. This phenomenon has drawn responses from editorial leaders, reporters, and viewers.

The research findings also indicate that media convergence practices at RCTV are not limited to the use of digital platforms and social media. Rather, convergence is understood as a strategy effort to strengthen the relationship between the media and its audience, preserve a distinctive local identity, and expand the reach of information amid rapid advancement in digital technology. This dimension of the research serves as the basis for analyzing the various adjustment made by RCTV, as well as the opportunities and obstacle that arise in the effort to maintain the Wewara program in the era of media convergence.

Findings from observation and interviews indicate that RCTV employs technological convergence across the production and distribution processes of the Wewara program, particularly when utilizing a digital based editorial system. RCTV adopts this digital based editorial system due to the widespread use of digital equipment and various internet based application, which enhance the efficiency of journalistic workflows. A digital based editorial system allows journalists to submit article and video footage and coordinate with fellow journalists and editorial staff anytime, anywhere.

Journalist do not need to delay their work or return to the office even when their team needs them, simply because they are far from the office. In other words, a digital newsroom allows journalists to work with the same speed and efficiency even when they are not physically in the same location. This digital newsroom concept is based on the response from the editor in chief of RCTV (Bukhori, 2026) that "essentially, the entire editorial process from manuscript submission to video content has gone digital".

In terms of broadcasting, Wewara content is featured not only on television but also on various digital platforms such as YouTube, Instagram, Tiktok and RCTV official website, with formats tailored to the characteristics of each platform (Kristianto, 2026), as a reporter for Wewara, he revealed that television content is often reworked to align with the viewing habits of digital audiences.

Because this technology allows people to view local news from the audience's perspective anytime and anywhere, viewers tend to prefer accessing Wewara news through social media or website, according to Wewara viewers (Fallah, 2026). The results show that

RCTV has already embraced industry convergence by managing its media across various platform and collaborating with various divisions under the Radar Cirebon Group. The business model it employs continues to combine conventional broadcasting with the development of digital platforms, with the majority of its revenue still coming from television advertising, particularly through partnership with government and private entities.

As part of the evolution of the media industry they are involved in, RCTV has begun exploring revenue streams from their website, YouTube channel and official site. Additionally, to increase the number of users and raise public awareness of the Wewara program, the company's promotional strategy involves using three media channels simultaneously: television, print media and online media. However, their digital business has yet to reach its full potential due to a lack of resources and intense competition with other major digital media companies ([Bukhori, 2026](#)).

Research shows that RCTV has implemented social convergence in its Wewara program by changing the way the media interact with its audience. Viewers no longer serve merely as recipients of information; they also have the opportunity to share their feedback, critiques and perspectives through digital platforms such as Instagram and YouTube. The editorial team uses this feedback as input for evaluating its news content, as stated by ([Kristianto, 2026](#)) A reporter from Wewara noted that audience feedback on social media is often used as input in the editorial process.

Conversely, changes in the way people use media have led to a visible process of social integration. Viewers now have the freedom to watch Wewara programs whenever they choose, without being tied to television broadcast schedules. According to Wewara viewers ([Agustina, 2026](#)), "I feel more comfortable looking up information on social media because it's easy to find." This careful analysis shows that social cohesion encourages an increase in active viewers and public engagement with RCTV.

The fourth aspect of culture convergence : research findings indicate that the Wewara program continues to preserve local culture identity and value as a key feature of its content delivery. This program has become a strong contender in the national media landscape because it uses the local language and addresses issues that are close to and relevant to the daily lives of the people of Cirebon. Wewara is intended to depict the conditions and needs of the local community in a more intimate and relevant way, as stated by ([Agustina, 2026](#)). However, the interview results also indicate that audience engagement in the content production process is still not optimal. RCTV has not yet fully implemented open citizen journalism practices, so the audience's role tends to be limited to receiving information and providing initial feedback rather than acting as content creators actively involved in the news production process ([Kristianto, 2026](#)).

In a global context, this study shows that the Wewara program reflect RCTV efforts to align with modern media practices and standards on the international stage, particularly regarding digital platforms and news styles, The news format has been revamped to better align with international media trends while maintaining a focus on issues in Cirebon.

Discussion

In line with the findings above, research observed that RCTV uses the Wewara program to adapt to changes and demands in the digital media landscape. This is illustrated by their efforts to utilize various digital platforms and supporting technologies to create and distribute news. For example, the integration of editorial workflows and the digitalization of reporters workflows has become a crucial part of their work environment, particularly in accelerating turnaround times and facilitating the submission of news content from the field. The use of their devices including smartphones, editing apps, or information sharing platforms often results in longer processing times compared to what would typically be required for news production at a conventional television station.

RCTV can deliver this news to its audience more quickly, which means lower operational costs and significantly more efficient production. Overall, researchers observed that this technology focuses on technical efficiency and that the scope for creative expression is more limited. During this period, the researchers did not observe full convergence where videos could be created and broadcast on any platform, or where more people could actually be involved in this process. Referring to Jenkin's theory of media convergence (2006), the researchers argue that this situation is dominated by technological convergence that serves as a tool rather than the full integration of content or narrative.

Currently, digital media serves more as a supporting tool than as a medium capable of transforming how viewers interact with television station. In the realm of digital content, RCTV often struggles to compete with other platforms that offer more engaging and diverse creative experiments. This is due to limitations in storytelling creativity and innovation, as well as a lack of fresh and innovative presentation methods. Research indicates that Wewara users viewing habits have also shifted; they now prefer to access content through apps like Tiktok or websites rather than watching live TV broadcasts.

Viewers are now accustomed to using media that can be accessed anytime and anywhere via their mobile devices. This shift present an opportunity for RCTV to reach a wider audience, particularly younger generations who no longer rely on television as their primary source of information. On the other hand, this situation present a challenge because RCTV must compete in a rapidly changing, dynamic, and algorithm driven digital landscape, where viewers attention is easily diverted to other content that is shorter and more engaging.

As part of the Radar Cirebon Group, RCTV collaborates with all types of media to connect various industries. This collaboration aims to ensure that local media, digital platforms, newspapers and television station are interconnected to support each others economies and promote one another. Through these activities, RCTV offers compelling opportunities for advertisers to choose it; meanwhile, the relevan market for RCTV offering continues to grow.

On the other hand, research shows that plans for generating digital revenue remain undefined; researchers continue to question these plans and view them as a temporary measure within the business model. While the ideal of industry convergence, as described by Jenkins in 2006, is to integrate multiple platforms into a single, visionary system, RCTV

has acted reactively in this regard. This is because the strategy was designed to adapt on a year-by-year basis due to a lack of resources and budget to implement major initiatives.

Research also shows that, in terms of social convergence, the relationship between the media and the audience is changing. Wewara viewers are no longer merely spectators; they are the primary source of information. Much of the news comes from citizen reports on social media especially news about events happening in their immediate vicinity. This situation provides RCTV with more opportunities to cover stories while remaining close to its audience.

The editorial team still does not allow the audience to contribute not only information but also content. This is done to ensure that the information provided is accurate, ethical, and harmless, and does not spread fake news. Researchers argue that this situation reflects a balance between the public's desire to engage in journalistic practices and the application of professional principles. Therefore, the challenge is how RCTV can facilitate audience participation without compromising its reputation as a trusted news source.

In terms of cultural convergence, local identity is the primary factor reinforcing the identity of the Wewara program. This distinguishes RCTV from national and digital media due to its broadcasts in the local language, its focus on local issues, and the sources featured from the Cirebon region. It is this cultural advantage that enables RCTV to retain its audience amid intense competition in the era of the global media landscape. This is related to Jenkins' theory of cultural convergence, which involves the interaction between modern and traditional media practices and local values.

Over the past two years, I have concluded that this strategy has not helped RCTV build a strong community among its viewers. Viewers indicate that they enjoy the programs, but they have not yet formed a strong viewer community. The analysis of challenges in the previous section suggests that maintaining a local identity as part of the content is essential for building an engaged audience community. Consequently, RCTV employs a selectively chosen adaptation strategy to strengthen its influence on a global level.

In the process of striking a balance between adhering to international standards and preserving local characteristics, RCTV needs to ensure that its content remains competitive while serving as a tool for the region without losing its distinctive qualities. Regarding narrative convergence, I have been instructed that Wewara's content must remain consistent across all platforms. All media outlets must use the same version, without developing a secondary storyline or involving the audience in the process.

This suggests that transmedia storytelling is not being fully utilized. Nevertheless, RCTV still has significant opportunities to achieve complementary storytelling across various platforms. Due to limitations in creativity and content planning across platforms, the integration of stories remains fragmented rather than forming a cohesive creative whole, and could involve greater audience participation than the current dissemination of stories. Overall, this study indicates that RCTV has done a great deal to integrate media structures and technology, creating numerous opportunities, such as scaling production efficiency, increasing viewership, and strengthening local identity.

There are several challenges that may not yet have been addressed, including a lack of narrative innovation, a low level of audience engagement, and the absence of a well developed digital strategy for the industry. This study indicates that Wewara is beneficial for researchers, as it reveals that the program is in the midst of a transition from traditional media which emphasizes audience participation to integration with digital technology.

Conclusion

Based on the research data and analysis presented above, it can be concluded that Wewara RCTV has strategically adopted the concept of media convergence as a means of adapting to advancements in communication technology and shifts in the public's information consumption patterns. This transformation, in its implementation, is driven not only by the progressive advancement of digital technology but also by shifts in audience behavior audiences no longer merely seek information but demand to receive it in a fast, flexible, and digital device based format. In this situation, RCTV must strive to establish the presence of its local news programs, which aim to integrate conventional television broadcasting systems with various digital platforms, such as social media, online channels, and others.

This integration indicates an institutional effort by local media to adapt to an increasingly converged media ecosystem. Local news, which was once only broadcast on television screens, can now be accessed via digital platforms, thereby expanding its distribution reach and increasing the potential for audience engagement. Media convergence has emerged not only as a technical innovation but also as a sustainability strategy for local media in developed nations as the media industry grows increasingly complex.

Nevertheless, the research findings also indicate that the implementation of media convergence at RCTV is still facing significant challenges. There are several structural and managerial obstacles affecting its performance, such as a shortage of multi-skilled personnel, a digital unit that is not yet fully integrated with the conventional editorial framework, and excessive competition with both national and global digital platforms that possess greater resources. This indicates that media convergence is not merely a matter of technology adoption, but must also address issues of cultural transformation within the organization, work frameworks, and media business strategies.

On the other hand, audience participation in RCTV's media convergence practices remains relatively limited. Often, the audience functions more as content consumers rather than active collaborators in news production. In other words, the convergence model implemented focuses more on multiplatform distribution than on a participatory model, resulting in a significant gap in two-way interaction. Ideally, within the ideal paradigm of media convergence, the relationship between the media and the public could be strengthened and the distance to these local communities bridged.

Overall, this study indicates that the process of media convergence in the Wewara program unfolds gradually and contextually, in line with the characteristics and capacities of local media. RCTV remains the dominant local identity within the program, particularly

through its coverage of safety issues and policies that directly reflect the concerns of the local community. In an increasingly digitized competitive landscape dominated by major platforms, local media, such as RCTV, play a vital role as producers of information that reflect the interests and needs of such communities.

Thus, media convergence in this context can be understood as an adaptive strategy with a dynamic nature. In addition to playing a role in maintaining the relevance of local media during times of technological disruption, media convergence aims to ensure the long-term survival of media institutions themselves. Therefore, strengthening human resource capacity, fostering stronger managerial integration, and improving audience engagement can be prioritized as recommendations to enhance the effectiveness of media convergence practices in the future.

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