Adapting to the Digital Landscape: A Phenomenological Study of How Journalists Reshape Their Professional Identity and Practices

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Abstract

As an information gateway for the public, journalists now face the demand for speed in conveying information. Information and communication technology advances have changed how people access and consume news. Today's audience needs information that is fast and accessible anytime through various digital platforms. Through a phenomenological approach, this research aims to understand what journalists mean and how they experience professionalism in the digital era. Using qualitative research methods, data were collected through in-depth interviews with informants from ten mainstream online media in Jakarta, Indonesia. Interviews are conducted face-to-face and virtually. The collected data was analyzed using the Interpretative Phenomenological Analysis (IPA) phenomenological method. The study results show that journalists' professionalism in the digital era is no longer only interpreted traditionally, but journalistic values remain an essential foundation. The professionalism of journalists now demands adaptation and self-adjustment to the ever-changing digital landscape. The development of the digital landscape has led to a significant transformation in the profession of journalism. Journalists' professional identities, journalistic practices, and adaptation strategies have changed and restructured to adapt to the demands of the rapidly evolving digital environment. The findings of this study are expected to provide insight into the dynamics of journalism professionalism in the digital era. They can be a reference for developing more adaptive journalism policies and practices to change.

Keywords: *Professionalism, Journalist, Adapting, Digital, Phenomenology*

INTRODUCTION

The profession of journalists has undergone a significant transformation in recent decades, along with the rapid development of digital technology. (Sterling, 2009)   The emergence of online media, social media, and other digital platforms has fundamentally changed the media landscape and journalistic practices (Balod & Hameleers, 2021; Boczkowski & Mitchelstein, 2013).

As an information gateway for the public, journalists now face the demand for speed in conveying information. Information and communication technology advances have changed how people access and consume news (Ashari, 2019; Hepp, 2022; Jansson & Lindell, 2015). Digital media is changing how news is consumed and created, as digital platforms are increasingly becoming the primary work tool for journalists and media professionals.

Today's audience needs information that is fast and accessible anytime through various digital platforms. Speed in obtaining information for readers (Hidayanto & Kartosapoetro, 2020; Horoub, 2023; Kaul, 2013; Tandoc, 2017) makes the media compete to be able to provide information through multiple platforms immediately. This requires journalists to be able to adapt quickly and adapt to the changing needs of audiences (Boczkowski & Mitchelstein, 2013; Bovee, Courtland L.; Thill, 2018).

In addition to speed, journalists must actively engage with their audiences. Two-way interaction through social media and other digital platforms is essential to build trust and understand the audience's information needs. Journalists (Eldridge, Scott; Fraklin, 2019; J, Rodrigues, & Rani, 2020) must be proficient in utilizing technology to create a closer relationship with readers, viewers, or listeners (da Silva & Sanseverino, 2020).

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Furthermore, media convergence has required journalists to have more diverse skills (Putra & Bidin, 2023; Rey & Carlos, 2022; Sterling, 2009). They must write, record videos, take pictures, and produce multimedia content proficiently. Adapting to various media platforms is the key to a journalist's success in today's digital era.

These challenges demand journalists (Chettah & Farhi, 2023; Shapiro & Rogers, 2019; Sidiropoulos, Vryzas, Vrysis, & Avraam, 2019) always to learn, innovate, and adapt quickly. Only then can they continue to fulfill their essential role as providers of accurate, reliable, and relevant information for society.

In this study, the question of journalistic professionalism (Tandoc, 2017; Wibawa, 2018; Wutun, Nafie, Seran, & Jelahut, 2024) is becoming increasingly relevant. How do journalists mean and experience professionalism in this ever-changing digital era? This issue is essential, considering that professionalism has become one of the main foundations of the journalism profession (Carlson, 2015; Tumber, 2004).

This research aims to understand how journalists mean and experience professionalism in the digital era through a phenomenological approach (Anshori, 2018; Creswell, 2014; Littlejohn, Foss, & Oetzel, 2017; Lobo et al., 2017). Phenomenology allows us to dive into the subjective experiences of individuals and know how they interpret the reality they experience (Hanitzsch & Vos, 2017). Furthermore, (Bengtsson & Johansson, 2020) his research states phenomenology takes human existence as a point of view. It explores how human subjects exist and create meaning in their daily lives about basic categories such as time, space, and relevance (socio-cultural). In this context, phenomenology helps us to understand how journalists interpret and experience professionalism in the challenging digital era.

In addition, this study also uses the theory of social construction and symbolic interaction as a theoretical foundation. Social construction theory views reality as a product of social interaction and negotiation (Altheide, 2013; Berger & Luckmann, 1966; Neuman, 2002; Ritzer & Smart, 2001) , While symbolic interaction (Fisher, 1986; Littlejohn & Foss, 2009; Littlejohn et al., 2017; Mead, 1972; West & Turner, 2020) emphasizes the importance of meaning created through inter-individual interactions (Blumer, 1986). In the context of journalistic professionalism, these two theories can help understand how journalists actively interpret and construct their professionalism in interaction with the media's ever-changing social and cultural environment.

Through a phenomenological approach based on social construction theory and symbolic interaction, this research will provide a deep understanding of how journalists interpret and experience professionalism in the digital era. (Josephi, 2016; Madonna, 2018). It is essential to develop a more comprehensive insight into the challenges faced by journalists today, as well as to map out strategies that can be used to maintain journalistic professionalism amid such rapid technological change.

In addition, this research is also expected to make a theoretical contribution to the study of journalistic professionalism, especially in the context of the digital era. Understanding what journalists mean and experiencing professionalism can enrich our understanding of how journalism transforms and adapts to new challenges.

METHOD

This study uses a qualitative method with a phenomenological approach (Creswell, 2014) to explore how journalists adapt to the digital landscape and how it affects their professional identity and work practices. The phenomenological approach (Creswell, 2014; Littlejohn et al., 2017; Mulyana, 2018) was selected to understand the life experiences of journalists in depth and gain a comprehensive understanding of the phenomenon being studied.

Participants in this study selected ten journalists (Creswell, 2014; Kuswarno, 2009) from the national online mass media in the center of Indonesia's government, namely Jakarta. Informants are chosen with a minimum of 5 years of work experience with various positions ranging from reporter to editor or editor level to ensure diversity of backgrounds and experiences. In the field (Creswell, 2014; Kuswarno, 2007), the info is named the informant code J1 – J10 to maintain confidentiality and protect participants who wish to be anonymous.

Data were collected through semi-structured, in-depth interviews. Interviews are conducted face-to-face and virtually. In addition, document analysis is also carried out, such as articles, blogs, and other publications. The collected data was analyzed using the phenomenological method of Interpretative Phenomenological Analysis (IPA). The stages of analysis include (1) reading and understanding the interview transcript thoroughly, (2) identifying emerging themes, (3) developing themes into meaningful structures, and (4) integrating findings into a coherent narrative.

RESULTS AND DISCUSSION

Identity of Journalist Professionalism

Journalists face a dilemma in positioning themselves amid the changes that are happening. On the one hand, they still hold fast to the traditional values of journalism, such as objectivity, accuracy, and integrity. On the other hand, they must adapt to new demands that arise due to the development of digital technology, such as speed, visibility, and interactivity.

As conveyed by the J1 informant regarding a shift in understanding the role of journalists:

"In the past, as a journalist, the output was written. Meanwhile, in this multi-platform journalism era, we know this crowd is not just written. So in the past, Kumparan journalists could only write; now, they can make Reels, social media content, posters for Instagram, TikTok, Youtube video content, Live Reports, and others". (Interview with J1 informant)

There is a shift in the understanding of the role of journalists, which was also conveyed by the J8 informant, who stated that journalists now have other tasks, such as making reels or videos. Here is the excerpt:

"In the past, the journalist, for example, only covered, made articles, made articles, sent to editors. He finished his task. But now, the media (journalists) task is online, and there is a lot of digital media. One, he had to write the news. The second one has to be a video; make a video as well. Because of what? You must be multitasking even the editor. The editor used to make news, and if the old editor used to be in a newspaper, for example, in a newspaper, make news and then edit it with the head of their respective desks or managing editor, go to print. He wouldn't think about how much he was doing. In a digital editor, that can't be the case. The digital editor thinks that later, the goods will be consumed by the user; where is it? Why should the editor understand SEO (Search Engine Optimization)? Editors in digital media must understand the title that the public likes". (Interview with Informant J8)

Despite a shift in the understanding of the role of journalists, they still hold fast to the traditional values of journalistic norms even though their experience shows that there is negotiation on journalistic norms. As said by informant J2.

"...Because of this, since the digital era, we can steal anything; we can take any writing, even at the semicolon of the question mark. I once found a friend's writing even though this friend is always a champion, always proud. When he sent it to his newsroom, there was a message that the portal was someone like that, another portal in Kompas. That must have been me calling, I asked. Are you this low? He replied, Oh, sorry, mba. It was not only in my office when I met the Kompas journalist then; they also told me what was taken from these thefts; right, that's the term in the world of plagiarism education..." (Interview with J2 informant)

Negotiating norms in journalists' current work practices makes them face professional dilemmas when carrying out their work. As conveyed by informant J5.

"Normatively, as workers, we still comply with the code of ethics regardless of the situation. But mistakes still exist, such as technical errors. For example, the news is demanded to be fast and hasty, considering that online media is racing at speed, so sometimes typos or typos can escape the editor." (Interview with J5 informant)

The informants' answers regarding the theme of journalists' professional identity are contained in Table 1.

Table 1. Identity of Journalist Professionalism

No	Informant Code	Shift in Understanding the Role of Journalists	Negotiation of Journalistic Norms	The Dilemma of Professionalism
1	J1	In this era of multi-platform journalism, we know that the crowd of readers is in writing and social media. Must be present on social media and commit. Journalists can create Reel content, Instagram posters, TikTok, YouTube, and other video content.	Social media presence still requires verification, data confirmation, and others. Information was obtained from the results of coverage and source interviews. It must go through a new verification of the output of the article and the production of social media. So, journalists still maintain credibility.	Maintaining credibility has been taught since school, and the journalistic code of ethics has also been implemented. Therefore, personal social media use is limited because journalists are not influencers, not buzzers.
2	J2	The internet has become a life. Every day can only be spent on the internet. Even like the police, 24 hours on standby. So online media will not die, and the tendency is that people are more-happy with news on mobile phones digitally than reading because the reading rate in Indonesia is only 30%.	Since the digital era, we can steal anything and take any writing, even in semicolons or question marks. It shouldn't be allowed, but it can't be separated like this.	Work done responsibly, accurately, trusted, and on time builds a network with resource persons. Many journalists are taking other people's content whose accuracy still needs to be improved.
3	J3	Journalists now must not only be able to write but must also be able to play videos with their cell phones. You must be able to trend and record videos well because the source of news is on social media. You must understand what scrolling is for on Twitter, Instagram, TikTok, and Facebook.	We don't play with framing through titles. That includes failure. So, in addition to having an ethics class, we have a language class with a language editor. Although clickbait can be avoided, taking carelessly from people following viral issues is inevitable.	Running a job with passion and complete responsibility and following the basic principles of journalism plus the code of ethics is journalistic work. But if it's copy-paste, that's the name of the content.
4	J4	In the past, the page was filled in according to the existing or planned event agenda. Now, the content must be diverse. So now it is hoped that, for example, come to one event, not only recording interviews to be written but ready to make videos.	The media has become gray; in the past, writing news was required to be balanced; it must be directly obtained from the source, whether a face-to-face meeting or chat. Meanwhile, currently, many news quotes on social media with anonymous sources.	It is not allowed to take sides, but sometimes, when it comes to news about media owners, only good ones can be done; this is a dilemma.
5	J5	Journalists who can only write may be excluded from the editorial board. It must have more value, such as making videos or hosting several digital programs.	The digital era is not only about speed; verification must be done. If news or information is here, it is not allowed to use sources that do not have a name. I can't get on the news.	Workers still comply with the code of ethics regardless of the situation. However, mistakes still exist, such as technical errors; for example, it is demanded to be fast and hurried in the news, considering that online races at speed, so sometimes typos or writing can escape the editor.
6	J6	Today's journalists may lose out to influencers. This can be seen in the government's use of influencers to socialize its programs.	News or information must be complete, but because nowadays it is racing at speed, sometimes, as soon as there is an event, we report it according to the facts, then make the full news with a cover on both sides.	Journalists must work by the journalistic code of ethics and meet the completeness of 5W1H in their writing. In addition, do not side with one of the clients when there is a problematic resource person. So, it must be fair, be in the middle. They are telling the truth without any coercion from any party.
7	J7	Currently, the media's rivals are not other media but social media. Therefore, content that can later be interesting for many people to read is needed.	We at the center still hold journalistic elements such as media independence. Although he needs to figure out what to do with the canals in the region, he still produces independent work as a reporter.	The news must cover both sides and balance one party and two parties. Currently, sometimes the first news from one source goes up; then the next source is in the second news. This is sometimes a debate. If the newspaper has limited pages, one piece of news must be intact. Currently, editorial policy and maybe in other media

				news can only be from one source person.
8	J8	Previously, journalists only covered, created articles, sent to editors, and finished. But now, the task of online media, digital media, is a lot like writing news and making videos. You must be multitasking. Likewise, digital editors must also consider the goods users consume. Therefore, editors must understand SEO (Search Engine Optimization). Editors in digital media must understand the titles that the public likes.	In a news report, verification is essential; for example, if there is a report of two artists fighting over sources from the police, there should be a second verification to the artist concerned, at least to the manager. Apali is related to sensitive news, but this second verification usually needs to be done.	In terms of news, it cannot be intervened. Currently, however, Google can intervene more in packing or packaging.
9	J9	In this digital era, information speed is every media company's mainstay. However, policymakers, the private sector, and others must disseminate accurate and credible information. If you only play on social media, it is one-sided. But if the media, journalism, and credibility increase, review it.	Even though the digital era is now more about AdSense, it still prioritizes quality news or news information. However, it is not bothered by AdSense clickbait or traffic that has become a god in the digital era. Because with high traffic, advertisers will automatically come. Although our media has low traffic, from a journalistic point of view, we can be proud of it.	Now, the sense of news from journalists needs to be improved, such as the tenacity of the will to work hard. The current generation tends to want to get the information that is bribed. Degraded in terms of intelligence, children are now much better. But in attitude and willingness to work hard and spend less time.
10	J10	Online journalists are online media. But the package is squeezing social media. Along with the speed of information that must be conveyed, journalists must be as fast as social media. However, the difference is that journalists write with the power of data. At the same time, social media writes what is seen or heard.	Journalists have to race at speed; sometimes, the news must go up immediately, even though the elements of the completeness of 5W 1H have yet to be fulfilled. However, no matter how urgent the news or event is, it must go through a verification process so that it can be raised. This means that every news published to the public has passed the check and recheck.	The development of social media makes people's judgments ambiguous, which news is not. As a journalist, you must be able to give readers confidence that online news differs from social media.

Source: Research data

Changes in Journalistic Practices

This theme reveals how journalists adapt their journalistic practices in response to digital technology transformation. The findings show that journalists must take on new roles, adapt content formats, and adapt to media business models that demand journalists to produce more interactive and audience engagement-oriented content, such as video, infographics, and multimedia content.

Regarding various roles, journalists said that their current experience as journalists is not only writing news or articles but can also do their role as content producers. As noted by informant J7.

"Journalists are now required not only to write news but also to make videos. Indeed, now the dynamics are like that" (Interview with J7 informant)

The J5 informant also conveyed the same thing.

"Journalists have to adjust to the situation. Currently, you must have more skills besides writing. There should be a difference between journalists so they can cover each other for a production. For example, A can make a video, another is great for hosting, and another is for streamers. In the digital era, the products produced must also adjust." (Interview with J5 informant)

In addition to the various roles journalists must play, they are also actively involved in using other multi-platforms. As explained by informant J6

"News from the editor is also delivered to the social media section because the media displays news on the web and many platforms. Editors need to promote the news that is busy today. The editor of the news writing

section and the social media section promoting this news aims to make many people click to read the news." (Interview with J6 informant)

J7 informants also conveyed this because they can be left behind with other media if they can't collaborate with various platforms.

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The experience of journalists in the digital era, to be included with other media, must also be able to present information by creating interactive content. As explained by informants J4 and J5.

"There is a special division for social media, but because the fleet is limited, every reporter must be creative. So that when coverage must be able to record images and edit them, it will later be for interactive content on social media." (Interview with J4 informant)

"On social media, the content follows the will of the audience, including the language used is chosen so that an element of closeness is built. This includes special coverage displayed in the form of interactive or live visuals. An example of the show "Merapah" contains a walk-in Trans Java." (Interview with J5 informant)

The informants' answers regarding the theme of changes in journalistic practices are contained in Table 2.

Table 2. Changes in Journalistic Practices

No	Informant Code	Multiplication Role	Multi-Platform Collaboration	Interactive Content
1	J1	We don't have a field in social media, so journalists must be proficient in making videos with their mobile phones. All are facilitated, including gadgets with a minimum of iPhone 12. When entering multi-platforms, journalists need a capable gadget.	Indeed, the initial concept is a collaborative media, considering that journalists' knowledge is limited because it requires other thoughts and perspectives from people concerned and experts on specific issues. We have a platform for such people to fill in content.	The content is made severally; there is content for SEO (Search Engine Optimization), but other content is still maintained in quality. In addition, it has premium content that people have to pay for when they want to get the content.
2	J2	Online media journalists must be on standby 24 hours a day because they quickly provide information, making long articles like those in newspapers and digital info.	A new video platform will be pioneered. But there is already a "Bincang Bincang" and "Nunggu Sunset" on Instagram. "Nunggu Sunset" is live, there is TikTok, and there are news portals on Instagram, such as JKT Info.	Currently, there is content that is made for readers to like, although not with a "naughty" title and not sensational or bombastic news; we choose funny ones. This is so that we are not labeled rigid.
3	J3	Editorial is involved in helping the sales team, event team, and brand communication team even become the spearhead because the editor can penetrate clients. Usually, for MoU, the sales team, implementation, and event work are carried out by the event organization and brand communication team.	In addition to delivering journalistic work in news portals, the multi-platform is also in the form of podcasts. Some channels have their podcasts.	It has several interactive content such as Detik 20, including the one on Instagram; there is a "Bincang Bincang" that discusses actual issues, including when there is special coverage from reporters. The show is Live, but after that, it is put on VOD (video on demand). For music, there is content called "Main Stage".
4	J4	Now, contacting sources is more accessible, and finding any research is easy. There are many conveniences in carrying out journalistic practices. It is also required to explore a lot of content, such as making podcasts. So now it's more than just written products.	The content must be diverse and explore content, including podcast and YouTube platforms. Some channels even have their podcasts. This is also finally to bring in income. It can bring in money once people watch or click for a particular duration.	There is a special division for social media, but because the fleet is limited, every reporter must be creative. This is so that coverage must be able to record and edit images, which will later be for interactive content on social media.
5	J5	Journalists have to adjust to the situation. Currently, you must have more skills besides writing. There should be a difference between journalists so they can cover each other for a production. For example,	As for the platform, there are almost all of them, including going live on YouTube, Instagram, TikTok, and Facebook. Even as a media with image news, it must go in that direction (multi-platform).	On social media, the content follows the audience's will, including the language used to build an element of closeness. Including when special coverage is displayed in interactive or live

		A can make a video, another is great for hosting, and another is for streamers. Now, in the digital era, the products produced must also adjust.		visuals. An example of the show "Merapah" contains streets in Trans Java.
6	J6	Since the pandemic, many journalists have not gone to the field to look for news because it was considered dangerous then. So much of the source information is taken from YouTube, public figures, and artists. But it is still verified first. This is carried away now, even though the pandemic is over.	News from the editor is also delivered to the social media section because the media displays news on the web and on many platforms. Editors need to promote the news that is busy today. The editor of the news writing section and the social media section promoting this news aim to make many people click to read the news.	The interactive content used is on TikTok, Instagram, YouTube, and Twitter.
7	J7	Journalists are now required not only to write news but also to make videos. Indeed, now the dynamics are like that.	Ultimately, what determines the news is widely read, no longer the content. But how do we package the news? Well, package this, of course, by sharing several platforms. You can catch up with other media if you cooperate with various platforms.	Journalists must write as many as six news stories daily, but we must create interactive content by making 1 video for one live.
8	J8	Previously, journalists were only responsible for reporting, making articles, and sending them to editors. He finished his task.	Now, the job of online journalists is to write news and video it. Must be multi-tasking. If the media does not keep up with the trend, it will be crushed and left behind by the audience, especially Generation Z, who prefers visual content such as videos to just text. The multimedia development provided by the editor is to produce news videos uploaded on the YouTube platform. This can be seen from the number of YouTube subscribers, which reached 1.5 million.	Readers can find information directly through news websites like Google, WhatsApp, Facebook, Instagram, and TikTok. Our current readers are 90% mobile phones, not laptops.
9	J9	So, the public must be educated that social media is different from the work of journalists. Some claim that journalists came to one place and videotaped the incident. It is not a journalistic work. The journalist's work must cover both sides without social media content.	They are using various platforms to balance current conditions. Digital media are all facilitated by YouTube, Instagram, Twitter, TikTok, and Spotify.	There is a shift where public trust in social media is higher. Continue to build public trust by providing quality journalistic work. However, to get closer to the public, content should be created on several social media platforms that are more accessible to the audience.
10	J10	Journalists are not only looking for news and delivering it but also as creators of the videos they make.	Reporters must write news and make videos while cooperating with video, photo, and social media teams. This is to meet the needs of content on the platform that has been provided.	The use of social media content as a form of interaction with readers is allowed. Still, it must be balanced by adding new value that has not existed before to avoid "rewritten" or repeated content.

Source: Research data

Journalist Adaptation Strategies

This theme describes journalists' various strategies to adapt to the ever-changing digital landscape. The findings show that journalists develop individual competencies, collaborate with multiple parties, and maintain the values of professionalism as a strategy that can survive in the digital era.

The development of journalist competencies is the key to its assessment in the digital era; this development is supported by various trainings as outlined by J1, J5, and J7 informants

"So, if journalists could only write in the past, they can now create Reels, social media content, posters for Instagram, TikTok, YouTube video content, live reports, and others. So, there is indeed a transition process, with three months of training to increase the skills of journalists. This journalist's expertise makes a team both in the media for news and social media." (Interview with Infroman J1)

"Journalists need to learn or increase their skills, either self-taught or specialized, as facilitated by the office regularly. Such as holding video classes, special footage or editing classes. " (Interview with J5 informant)

"At the beginning of joining as a journalist, it was required to be able to write and take pictures. Now, you should be able to take a video, live on cam, or report on cam. The skill must be corrected yearly because the target must increase and change. Like when the drone trend was opened, drone video and live training." (Interview with J7 informant)

The following experience in adapting journalism in the digital era is the synergy and collaboration with various parties both internally, such as editorial management, advertising teams, and marketing teams, and with external parties, such as other companies, institutions, partners, resource persons, public relations, and others. As conveyed by informants J8 and J10.

"Editors must work closely with the social media division to distribute content on websites and social media platforms. This internal collaboration is important so that the content produced can attract interest and be read by the audience. Editors must ensure that the content is what the audience likes. Understanding this audience preference will affect the number of visitors to the media platform." (Interview with J8 informant).

"The editorial or news department works with advertising to establish good relationships with several companies related to ad search. Cooperation is also carried out with several public relations." (Interview with J10 informant)

Although there have been some changes in online journalism, as a journalist, you still have to maintain your professional values. As said by informant J1

"Even though the platform is open for users, the editorial board is still responsible for supervising. We can ensure that the content published on the Coil platform is curated. Because it has a special team that curates content from users." (Interview with J1 informant)

Other values of professionalism, such as the absence of partisanship, must still be put forward, as explained by the J5 informant.

"Even though everything is easy with digital, we still hold the basics of journaling elements. Even though the media is still neutral, individuals may only have a sense of partisanship in the partisan section. Including in the News." (Interview with J5 informant)

Another thing conveyed by the J6 informant was that one of the values of journalist professionalism is the certification of journalists to show qualified and responsible journalists.

"Journalists must be of good quality; the measure is to follow journalist certification by participating in the Journalist Competency Test (UKW) recognized by the Press Council. Having a certification can show that we are responsible and verified. (Interview with Infroman J6)

The informants' answers regarding the theme of the journalist adaptation strategy are contained in Table 3.

Table 3. Journalist Adaptation Strategies

No	Informant Code	New Competency Development	Internal and External Collaboration	Safeguarding Professional Values
1	J1	So, if journalists could only write in the past, they can now create Reels, social media content, posters for Instagram, TikTok, YouTube video content, live reports, and others. There is a transition process, for three months, of training to increase journalists' skills. The expertise of these journalists makes one team in the media for reporting and working on social media.	We desire to revive quality media in the region. Currently, we have six media in the area, one of which is "Manado Bacarita". They have their brand and their website, but their content is also on Kumparan.	Even though the platform is open to users, the editorial board is still responsible for supervision. We ensure that the content published on the Coil platform is curated, as we have a special team dedicated to curating content from users.
2	J2	Following the current trend, journalists must be trained. Because	Journalists need to maintain good relationships with sources to make it	We follow the trend if there are political cases or criminal cases,

		learning to become a podcaster is not an easy thing, especially typical journalists are more shy.	easier to obtain information in the future. Similarly, to provide diverse content for our platform, we require the involvement of different resource persons, which can be challenging. However, having strong connections with these resource persons, as demonstrated on the "Nunggu Sunset" platform, can facilitate their participation.	artists or those that are indeed viral, but still have the principle of attracting readers not necessarily in a sensational way but must touch.
3	J3	The challenge for journalists now is to be able to write and understand the world of social media, including content production. Therefore, journalists must increase their expertise by participating in training and lessons related to social media production techniques.	Usually, content originating from other content has little creativity or journalistic value. So, is the news recommended by the SEO (Search Engine Optimization) team? It would be best if you synergized with the SEO (Search Engine Optimization) team to make excellent and engaging content product Management or with programs on other platforms.	Because in Article 4 of the code of ethics, the media or journalists must test all the information they get. On social media, our job is to filter information. It is not just about amplifying or asking for permission, including asking for permission to interview the source of the information.
4	J4	Training for reporters, especially related to digital products, is organized by the office (management) but still needs to be added.	We have partners; this is to expand the network and facilitate news that cannot be aired on the main channel because it needs to meet the criteria. Especially news that comes from releases. Because there needs to be cooperation between partners and parties from outside (resource persons).	Journalists must align with their idealism, including choosing the media where they work. The principles of journalism are very closely related to the institution where journalists belong because the media is required to be responsible for the products they publish.
5	J5	Journalists need to learn or increase their skills, either self-taught or specialized, as the office facilitates regularly. Such as holding video classes, extraordinary footage, or editing classes.	Because the economic turnaround in the media involves sales, the advertisement is from there, page views, so it must be interrelated. Likewise, journalists must understand SEO (Search Engine Optimization) so that when writing news, they can adjust.	Even though everything is easy with digital, we still hold the basics of journaling elements. Even though the media is still neutral, individuals may have a sense of partisanship only in the partisan section. They are included in the News.
6	J6	Following the development, journalists received training and education about Search engine optimization (SEO). Training for journalists related to developments that adapt to digital is held almost routinely every few months. Because this is a writing guide, create news based on Google's wishes.	For the media to survive, one of them is the synergy between the editorial board and the company's leadership. It is a support system. Next is the marcom part, including the advertising part, which aims to bring in money.	Journalists must be of good quality; the measure is to participate in journalist certification by taking the Journalist Competency Test (UKW) recognized by the Press Council. Having a certification can show that we are responsible and verified.
7	J7	At the beginning of joining as a journalist, I was required to be able to write and take pictures. Now, you should be able to take video, on-cam, live, or report. The skill must be corrected every year because the target must increase and change. Like when the drone trend was once opened, drone video training and live training.	Journalists here work closely with advertising and marketing executives to help with revenue. However, it is only limited to opening networks or opening the way to company public relations. They followed up the rest.	We have a work guide, including for journalists. So, when carrying out the work, adhere to these guidelines. One of the most emphasized is to be neutral. When approaching the election, journalists are not allowed to become consultants; part of the winning team consists of the social media team.
8	J8	Journalists must be able to read trends considering the rapid change. Digital media journalists need help to adapt to developments.	Editors should work closely with the social media division to distribute content on websites and social media platforms. This internal collaboration is essential so that the content produced can attract the interest and be read by the audience. Editors must ensure that the content is what the audience likes. Understanding audience preferences will affect the number of visitors to the media platform.	Press is a media as an information media and currently presents information articles that are sought after by the public or users. Of course, by following journalistic rules and processes such as 5W1H, who is the source, or what is the content?
9	J9	We have an education bureau that does some training. In the digital era, training on SEO (Search Engine	The social media team is under editorial supervision to facilitate close coordination with the editor. The	Some admitted that journalists coming to one place to video an event and then uploading it on

		Optimization) is also provided so that it remains in harmony between quality journalistic work and the desires readers request. In addition, there is also training on design and language on how to make the article easy to read and necessary.	social media team needs help in distributing content alone; they must refer to existing articles with editorial direction, especially when creating captions or content to be shared. This is to prevent errors or inappropriate content when distributed through social media.	social media is not journalistic work because there is no cover on either side. Another example is when a journalist documents a shooting by the police, only interviewing people around the event without interviewing the police; this is not a cover for both sides. That's social media content.
10	J10	Reporters are facilitated to participate in training, including writing and making videos. Meanwhile, editors must also take training to keep up with the latest developments, usually once every six months or once a year.	The editorial or news department works with ads to establish good relationships with several companies related to ad search. Cooperation is also carried out with several public relations.	Journalists work according to the journalistic code of ethics, which must be by the writing 5W1H. He also did not side with one of the clients when there was a problematic source. So, it must be fair; it must be in the middle. He must also be able to tell the truth without any coercion from any party.

Source: Research data

Based on the findings, it can be described with the Adaptation Model of Journalist Professionalism in the Digital Landscape, as seen in Figure 1.
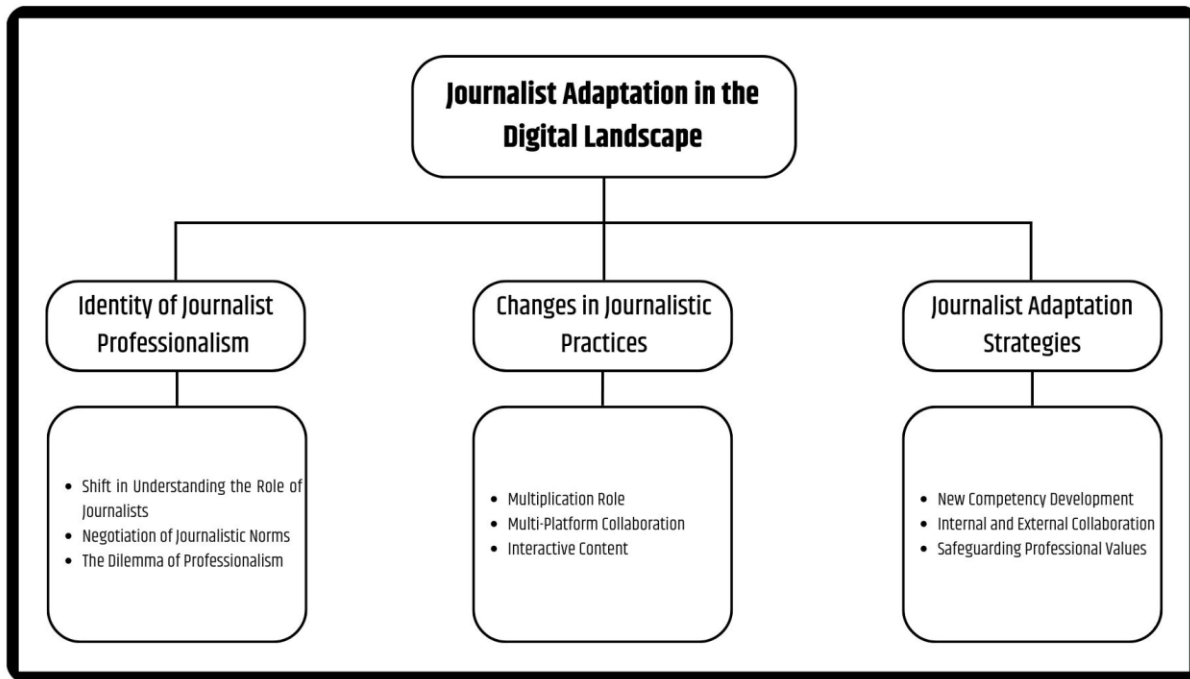

Figure 1. Model Adaptation of Journalist Professionalism in the Digital Landscape

Source: Research data

The model describes how journalists are adapting to the ever-evolving digital landscape. There were three main themes raised, namely (1) Journalist Professionalism Identity, (2) Changes in Journalistic Practices, and (3) Journalist Adaptation Strategies in Maintaining Journalistic Integrity.

In the section "Identity of Journalist Professionalism," we see that the role of journalists is not only as an informant but also as a creative production maker. However, traditional journalistic values such as objectivity, accuracy, independence, and social responsibility are still the foundation for journalists. In an increasingly dynamic digital landscape, journalists must be more adaptive, flexible, and innovative in their work practices. This creates a dilemma for journalists in balancing professionalism demands with the market and technology needs.

Furthermore, in the section "Changes in Journalistic Practices," it is illustrated that the work practices of journalists have changed significantly. They no longer only focus on producing content in the form of writings and articles but also have to create content for various digital platforms such as websites, social media, and applications. In addition, journalists are required to understand and master digital skills, such as analytical tools, content optimization, and data utilization. The process of collecting, verifying, and disseminating information has also changed by utilizing digital technology. As a result, the work dynamics of journalists are increasingly complex, demanding rapid adaptation and requiring the development of new competencies.

In the section "Journalist Adaptation Strategies," the efforts made by journalists to maintain journalistic integrity amid digital transformation are described. They try to balance the demands of professionalism with the needs of the market and technology, for example, by upholding journalistic principles in producing digital content. Journalists also develop new skills, such as attending training and education, to improve the quality and effectiveness of journalism. In addition, they are looking for ways to stay connected with digital audiences, for example, through interactions on social media, to maintain public credibility and trust.

The changing digital landscape has led to a significant transformation in journalism. The study's findings show that journalists are experiencing a shift in interpreting their professional identity, where the focus has shifted from simply presenting information to being more oriented towards engagement and interaction with the audience.

Journalists' professional identities are socially constructed through interaction and negotiation within their work environment. Social construction theory explains that reality, including professional identity, is not something given but is somewhat shaped and interpreted continuously by the individual in their social context □ The professional identity of journalists (Deuze, 2005) is constantly being formed and reshaped through symbolic interactions between journalists, media organizations, audiences, and society. In journalism, a journalist's professional identity is formed and constructed through interaction and meaning with colleagues, news sources, and the audience.

Changes in the digital landscape have also changed journalistic work practices. Journalists must take on various new roles, such as content creators, moderators, and social media monitors, in addition to their traditional roles as news seekers and presenters. This aligns with the symbolic interaction theory, emphasizing that meaning and understanding of social reality are formed through symbolic interactions between individuals (Blumer, 1986). Journalists build and tell their work practices through symbolic interactions with various stakeholders, including colleagues, news sources, and audiences.

To adapt to the changing digital landscape, journalists must develop new competencies, such as digital skills, data analysis capabilities, and social media trends. Larrondo et al. (2016) explained how digital technology transformation has changed journalistic practices. In addition, they must also build collaboration and synergy with colleagues, management, and other stakeholders. Despite various changes, journalists still strive to maintain professionalism in integrity, accuracy, and independence.

CONCLUSION

This research shows that the professionalism of journalists in the digital era no longer only means traditional, guided by classic journalistic principles such as objectivity, accuracy, independence, and social responsibility. While these values remain essential, journalists' professionalism also demands adaptation to the ever-changing digital landscape. The development of the digital landscape has led to a significant transformation in the profession of journalism. Journalists' professional identities, journalistic practices, and adaptation strategies have changed and restructured to adapt to the demands of the rapidly evolving digital environment.

Thus, the professionalism of journalists in the digital era is no longer solely determined by technical expertise and compliance with the code of ethics but also by the ability to adapt, innovate, and find creative solutions in the face of new challenges arising from digital transformation. The professionalism of journalists is becoming increasingly complex and multidimensional, demanding a more comprehensive range of competencies and the ability to learn and renew themselves continuously.

The adaptation process involves social construction and symbolic interaction, where journalists interpret and restructure their identities and work practices through interaction with the social environment. First, journalists are experiencing a shift in understanding their professional identities. They no longer define themselves as "news seekers and presenters" but as "multimedia content creators" combining various journalistic skills and techniques. This new identity requires them to master digital skills like photography and videography and understand audience preferences and behaviors on online platforms. This process of re-understanding identity is a challenge and a new demand that must be met.

Second, the transformation of journalistic work practices is also a phenomenon that must be faced. Journalists face significant changes in work routines, production rhythms, and content presentation formats. They must be able to work quickly, flexibly, and diversify to meet the needs of digital media. This affects the writing style, data collection method, and content dissemination strategy. Although accompanied by challenges, this transformation of work practices also opens up opportunities for journalists to develop creativity and innovation.

Third, the adjustment process creates negotiations between traditional journalistic values and new demands in the digital environment. Journalists must develop their potential by participating in various trainings to add new skills. In addition, they synergize with multiple parties, both internal and external, to maintain the existence of the media. Yet journalists are trying to balance the basic principles of journalism, such as accuracy, objectivity, and integrity, despite the demands to become more interactive, responsive, and audience-oriented. This creates an ethical dilemma for them, where they must maintain professionalism and uphold journalistic ethics while meeting the expectations of a more diverse digital audience.

The findings of this study provide insight into the dynamics of journalism professionalism in the digital era. They can be a reference for developing policies and journalism practices more adaptive to change.

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