

# The Challenges of Print Broadcasting Technology in the Digital Era

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**Abstract:** *This study aims to analyze the challenges encountered by print broadcasting journalists in the digital age. The proliferation of internet broadcasting poses an escalating danger to newspapers and print broadcasting. Due to the rapid expansion of the internet, individuals are increasingly inclined to utilize mobile phones or other gadgets to access online broadcasting. Due to the precarious state of print broadcasting, its loyal readers are likely to transition to online broadcasting. The findings indicate that the primary challenge for journalists in the digital information era is the competition between traditional broadcasting and online broadcasting, namely. The presence of online broadcasting had a significant impact on technology, providing a new avenue for the dissemination of information and news.*

**Keywords:** technology, growth, broadcasting, print media

## I. INTRODUCTION

One could argue that the digital era has a profound influence on all aspects of human life, including the field of broadcasting. Due to the rapid expansion of the internet, individuals are increasingly inclined to utilize mobile phones or other gadgets to access online broadcasting. Given the precarious state of print broadcasting, it is quite probable that its loyal readers will transition to internet broadcasting. Print broadcasting publishers are facing the reality, nevertheless, they possess a distinctive attribute - the ability to provide clear, comprehensive, and in-depth news. Furthermore, print broadcasting has been an integral component of human civilization for ages, making it a significant aspect that cannot be easily disregarded. Online broadcasting is characterized by its speed, up-to-dateness, and uninterrupted flow. However, accessing this information necessitates the use of intricate technology, which not everyone possesses or comprehends.

Although print broadcasting has experienced a decrease in physical dimensions, its readership has significantly expanded. Based on the statistics from the Central Statistics Agency, 23.0% of those aged 10 and above engage in reading newspapers. It experienced a decrease of 0.3% in 2006. The number of newspaper readers experienced a significant decline in 2009, plummeting to 18.4%, and further decreasing by 17% in 2012. This suggests that there is a decrease in the number of people reading print broadcasting and a decline in the market for it, which will ultimately result in the press sector shutting down. The growth of digital broadcasting in Indonesia is predicted to eventually replace print broadcasting. In 2005, the Central Statistics Agency reported that only 3.34 percent of Indonesians were utilizing the internet. In 2014, the number of internet users increased by 35.64% compared to 2013, indicating a significant growth. This signifies a tenfold increase within a span of only nine years. Undoubtedly, these advantages ensure the future of print broadcasting.

The internet provides a platform for citizens, regardless of their expertise, to engage in the dissemination of knowledge in a public arena. Traditional broadcasting outlets and journalists no longer hold a monopoly on information dissemination. Nowadays, technology is also influenced by the wider public. According to the futurist Alvin Toffler, we are currently in a phase characterized by high levels of output and consumption, which he refers to as the "period of consuming." Both the general public has the ability to generate and receive information. Stephen J.A. Ward, a professor of technology ethics at the University of Wisconsin Madison, observed in his work "Digital Broadcasting Ethics" that the internet's presence has compelled contemporary journalists to cohabit with Twitter, bloggers, citizen journalists, and social broadcasting users. Alongside technological progress, new forms of broadcasting are consistently documented in

historical records. The internet has created a sense of global interconnectedness, making humanity feel that it resides in a global society. The internet has also influenced our lifestyle, namely in terms of how we produce and consume news. In his 2006 book "The Vanishing Newspaper," Philip Meyer predicted that by 2044, there will only be a single physical copy of a newspaper remaining. The future of newspapers has become a widely discussed subject due to the increasing prevalence of TV, radio, and the internet. Multiple studies indicate that the prevalence of internet broadcasting is eroding the standing of newspapers. Presenting works and ideas through mass broadcasting is a strategic decision due to the various aspects of mass broadcasting that emphasize their significance. Firstly, there is a broad and diverse audience that may access and share knowledge, regardless of geographical location, age, gender, socioeconomic status, personal freedoms, or differences in understanding and orientation (psychographic). Furthermore, the broadcasting have the ability to disseminate distinct messages on a large scale. Furthermore, it is within the purview of any mass broadcasting source to analyze and interpret a subject or piece of writing from their own unique viewpoints. Furthermore, the mass broadcasting's agenda-setting role provides several possibilities for individuals to effectively express their opinions or initiatives.

The balance between freedom and responsibility for message content in communication ethics can sometimes be inconsistent in practice. In philosophy, the ability of individuals to autonomously choose choices is commonly known as freedom. Freedom is a highly beneficial state that arises when individuals possess the ability to engage in independent thought and action. Entity, defined as an autonomous entity possessing the capacity for cognition, volition, and unrestricted action, has become an inherent aspect of human existence. The concept of responsibility refers to the cognitive ability of individuals to comprehend that their actions have consequences.

## **II. REVIEW OF LITERATURE**

In its broadest sense, technology is derived from the French term "jour," which means "diary." Julius Caesar has been familiar with the term "Acta Diurna" from the early Roman era. it includes all daily tasks (government announcements, etc.). At this point, you may already be familiar with the phrase technology. The mass broadcasting may even affect individuals in far-off rural places in the modern period. Different information and telecommunication broadcasting have a significant impact on people's views and behaviour, especially in metropolitan areas. The term technology has a Dutch origin called *journalistiek*, which is related to the English term technology, which derives from the word journal, which is a translation of the Latin word *diurna*, which means "daily" or "every day," and refers to printed sheets of paper that contained all the news for that day.

The labour of gathering, writing, editing, and disseminating news in newspapers and other broadcasting, which incorporates technology and message, is described as technology in the Indonesian Dictionary. Technology, in the opinion of Onong U. Effendi, is the management of news, from gathering information through communicating it to the public. Technology used to solely handle informative content. *Acta Diurna*, the earliest journalistic publication in ancient Rome at the time of Julius Caesar's ascension to power, proved this.

There are three ways to examine what is meant by the term technology: Three categories: Harfiyah, conceptual/theoretical, and practical. Journalistic in harfiyah refers to technology or authorship. The core meaning of "journal" is "report," "note," or "jour," which is French for "day." The phrase "du jour," which translates to "day" in Ancient Greek and refers to the happenings of the day that are recounted in printed sheets, is the origin of the journalistic term. Three conceptual perspectives can be used to understand technology: (Prose), (Engineering), and (Science). Technology is a process that involves gathering, analysing, publishing, and presenting information to the public via the mass broadcasting. Journalists are the ones that perform this task. As a method, technology is the "expertise" or "skills" involved in producing journalistic work (news, articles, and features), including knowledge on how to gather writing materials like event and interview reporting.

### **News:**

An event report that is news is one that is genuine, factual, significant, and intriguing and has journalistic worth. Another name for news is "latest information." Direct news (Straight News, Spot News, Hard News), opinion news, investigative news, and soft news are some of the several types of news. Perspectives are opinions or views about a subject or circumstance. Columns, editorials, articles, reader letters, caricatures, corners, and essays all fall under this

category of information. Other pieces, such as features, which combine news and viewpoints, cannot be referred to be opinions because they do not include any news. The most common feature categories are biographical features, travel / adventure notes, feature advice (how to do it features), and human-interest features.

In particular, the language of technology can be separated based on its format, including the languages used for newspaper technology, tabloid technology, magazine technology, broadcast radio technology, television technology, and internet online broadcasting technology. Newspaper technology uses a vocabulary that is highly particular or specific, in addition to adhering to broad standards or principles of journalistic language. He can be distinguished from other broadcasting journalists because of this. The seventeen basic characteristics of journalistic language—simple, concise, solid, simple, clear, appealing, democratic, populist, logical, grammatical—apply to all kinds of periodic broadcasting. Keeping silent, keeping out of foreign words and phrases, the word choice (diction) is appropriate, putting active sentences first, Avoiding words or technical terms, Subject to ethical principles.

### **Print Broadcasting as Mass Broadcasting:**

The first kind of broadcasting still in use today is print. In the Roman Empire, print broadcasting first appeared as Acta Diurna and Acta Senatus. After Johann Gutenberg produced the printing machine, print broadcasting quickly expanded to include newspapers, tabloids, and magazines, among other types. As was previously noted, print broadcasting generally refers to all printed items that are used to transmit messages.

According to Suharyanto (2018), the process of identifying the sponsor takes place in the advertisement in addition to the message that has to be given and must be paid for. Advertisements not only transmit signals about the superiority of the goods being sold, but they also spread information about the businesses that make the goods being sold.

The first printed books mark the beginning of contemporary broadcasting. Even if the original book printing endeavour was only an attempt to employ technological equipment to generate the same or nearly the same text that had been copied in vast quantities, that endeavour might nevertheless be considered a form of revolution. The evolution of printed books experienced changes over time, with material becoming more secular and useful. Then, more and more widely read writings—particularly those produced in local languages as political and religious pamphlets and brochures—began to influence the broadcasting evolution transition. As a result, the book community also played a part in the revolution at the time, which cannot be isolated from the revolution process itself.

Circulars, pamphlets, and news books from the late sixteenth and early seventeenth centuries cannot be separated from what we now know as a prototype newspaper until over two hundred years after the invention of the printing press. In actuality, it is obvious that the newspaper's first form was a letter rather than a book-shaped sheet. The primary purpose of the circular, which was sent through the postal service, which has not always been faultless, is to transmit information about events relevant to global commerce. In the realm of diplomacy and commerce, the growth of a newspaper is therefore the continuation of a long-standing activity. Early newspapers were characterised by a permanent format, a commercial focus (freely sold), a lot of editorial focus, public and open.

Print broadcasting (newspapers and magazines) have a higher level of innovation than printed books in the idea of comprehending above, including the development of new forms of writing, social and even if the opinions that were prevalent at the time were false. When compared to other cultural communication tools, newspapers excel in their individuality, reality orientation, usability, secularity, and fit with the needs of emerging social classes, particularly urban professionals and entrepreneurs. The uniqueness of something new is not determined by its technological components or how it is distributed, but rather by how well it serves a particular social class in a changing social and political environment. The history of newspapers and magazines might thus be considered as a continuation of the history of economic and technical advancement, or it can be seen as a sequence of conflicts, progress, and repetition that resulted in an environment of freedom. The following paragraphs will outline significant press-related historical developments that have an impact on the parameters of contemporary newspapers and magazines. In fact, it is impossible to adequately illustrate the history of how each country's press has evolved in a single succinct presentation. In addition, it should be recognised that these crucial components—which frequently mix and interact with one another—are what ultimately determine how press institutions grow. Naturally, with varying degrees of effect.

Each kind of broadcasting has advantages of its own, and print broadcasting is better than electronic broadcasting in several ways. The "durability" of information is where print broadcasting often outperforms electronic broadcasting.

Print broadcasting among the numerous forms of mass broadcasting provides benefits that other broadcasting do not. The printing is irreversible and may be saved so that the reader can review it for free until they comprehend the point being communicated. Mondry further asserts that more print broadcasting pages may be created if necessary.

The benefits of print broadcasting, in Wahyudin's opinion, are as follows: 1) Can be saved and read repeatedly. 2) Has the potential to inspire others to consider the writing's subject matter more closely. 3) The information's contents may be saved or gathered. 4) Both the pricing and the distribution are more reasonable. 5) More effective at explaining difficult or stiff concepts.

Newspapers and magazines are the two categories of print broadcasting that emerge in the midst of society. Both of these print broadcasting offer the following benefits: Newspapers provide the following benefits: 1) They are often not too costly. 2) Versatile (more adaptable in choosing the publishing schedule of ads and newspapers that publish (whether local, regional, or national) in relation to the audience targeted by the ad). 3) It can be savoured for longer. 4) Market coverage; based on their locality, newspapers can access urban regions. 5) Doing a price comparison; people frequently use newspapers as sources of information when making purchases of products or services. 6) A pro-consumer mentality; the reader is also given a reference to the information's veracity.

While the following are some magazine benefits: 1) The reading is more selective and may be enjoyed for a longer period of time. 2) Is able to paint a compelling picture (Visual Quality). 3) Target audience; one of a magazine's benefits over other forms of broadcasting is its capacity to connect with particular niche market segments. 4) Public acceptability; the capacity to elevate the promoted goods is consistent with how the target audience perceives the status of the publication.

The following are the drawbacks of newspapers: 1) Ignorable and rapidly becomes stale. 2) Limited lifespan; while having a large, recorded audience, newspapers are often only read once by readers and only take 15 to 30 minutes to read. 3) Clutter; If the contents and layout are disorganised, the reader's interpretation of the advertisement's message will be impacted. 4) Limited coverage of some groups; newspapers are unable to reach some groups, such as the lower middle class or those under the age of 15. 5) Products that don't fit; since they need to be shown or take specific factors into account, some products cannot be marketed in newspapers. An illustration of sports equipment marketing.

Additionally, flaws 1) The cost of magazines is quite high. 2) Little adaptability (limited). 3. Dispersion Since many publications circulate so slowly, they just accumulate on shop racks. There are publications as well that lack an adequate distribution system. 4) Magazines are frequently lacking in certain economically powerful yet remote locations. 5) The information collected is incomplete since the material used is typically quickly ripped and has considerable mechanical interference.

### III. DISCUSSION

Islam really developed a notion of human interactions based on justice, and as a result, print broadcasting like newspapers and magazines are now under danger as a result of the growth of internet broadcasting. People are now more likely to use mobile phones or other devices to access online broadcasting because to the internet's quick expansion. Because print broadcasting are under danger, its devoted readers are likely to switch to internet broadcasting. This reality does pose a danger to print broadcasting publishers, but print broadcasting stands out for its clear, comprehensive, and thorough reporting, as well as the fact that it has been a part of human society for millennia and is thus not quickly forgotten.

The findings of Galarnau and Joseph's study, which reveal that consumer magazine publishers gathered at the American Magazine Publisher at the 5th Digital Conference in New York on March 3, 2009, demonstrate the diminishing trend of print broadcasting and the growth of digital broadcasting. The attendees learned about the explosive growth of digital broadcasting in the magazine business and the fading trend of print broadcasting. The topic of greater website utilisation, bridging the gap between editorials and companies, new product trends, and strategic planning, marketing, and advertising on the Internet were all discussed. The survival of print broadcasting is threatened by a movement in consumer behaviour toward using an internet connection to consume new broadcasting instead of conventional broadcasting. Print broadcasting continue to prepare for the emergence of online broadcasting by making different efforts, one of which is broadcasting convergence, even though online broadcasting cannot yet be accessed by all groups because there are still certain locations with restricted internet connections.

According to Resmadi and Yuliar, one of the mass broadcasting advances including various technology components is broadcasting convergence. The existence of the internet has spurred mass broadcasting to use online broadcasting, e-paper, e-books, radio streaming, and social broadcasting, which are examples of broadcasting convergence. Because technology growth does not primarily rely on print forms (newspapers, magazines, books), competition in the broadcasting industry is one of the forces pushing the mass broadcasting to adopt this idea. Mass broadcasting must innovate in the area of broadcasting convergence if they are to compete in the modern corporate world. Broadcasting convergence is one invention that takes a number of steps and procedures to be used. To demonstrate how broadcasting convergence may be progressively embraced by a mass broadcasting, Resmadi and Yuliar's research tracks the process of dissemination of broadcasting convergence innovation with the subject of daily research of the People's Mind.

The demise of print broadcasting has been anticipated by certain specialists. Supadiyanto reported that a lot of influential people from around the world have foreseen the development of paperless newspaper technology. These individuals are Philip Meyer, Bill Gates, Rupert Murdoch, and Roger F. Fidler. The rising usage of tablet newspapers or paperless newspaper technology in Indonesia's mass broadcasting sector has four consequences. The first broadcasting impact is the significant transfer of technology from print broadcasting to the paperless newspaper business model, which is particularly cost-effective in terms of production costs and global distribution. Second, a shift in the community's orientation and lifestyle with regard to accessing mass broadcasting from the beginning, which is still customary, by opening page after sheet, to switching to hitting a button or tapping the monitor screen, is another direct impact. Thirdly, because it reaches regions that are not shielded by national or territorial borders, the ramifications for broadcasting content will be more diverse. The fourth major effect is that different mass broadcasting corporations are integrating multibroadcasting networks more and more, leading to multibroadcasting convergence. Fifth, there is also the idea that traditional print broadcasting organisations will automatically fail.

Print broadcasting in Indonesia is still in the adoption stage of broadcasting convergence. Print broadcasting are working to improve their content, but they haven't yet considered business expansion plans. Digital technology has advantages in that it may improve public involvement, increase access to information, and monitor democratic government. The advantage of this broadcasting's conversion and convergence is the reduction of production and distribution costs, as well as a greater selection free of any geographical limits.

As the internet has grown, non-journalists (citizen journalists) now have the ability to publish their work in this new medium. There has been a significant shift in the role of journalists as a result of the internet channel, with the audience now serving as reporters. Various occurrences in the hemisphere whose information distribution is really provided by citizen bloggers operating as citizen journalists might be considered as evidence of the involvement of citizen journalists themselves. Seth Hettena, a military reporter for The Associated Press in San Diego, believes that personal blogs and digital material play a significant part in the coverage of the military.

The emergence of citizen technology in Indonesia is debatably already underway, and significant events like terrorist attacks and natural disasters serve as examples of how valuable it can be. Since the early 2000s, citizen broadcasting has quickly expanded as it struggles to survive in the middle of the environment of traditional broadcasting. Citizen broadcasting can transmit information over the internet in the form of text, audio, video, images, comments, and analysis. even capable of acting as watchdogs, information filters, fact-checkers, and even editors for the press. Allan noted that Citizen Broadcasting has emerged as a fresh trend that deserves the attention of Indonesia's traditional broadcasting. He watched as traditional broadcasting, including print broadcasting, started to learn how to adapt their technology concept from an authoritarian to a top-down approach in order to compete in this new era, including one of the strategies to stay close to their audience. He observed this with his worries and fears. So, what does citizen broadcasting's future hold? Given that citizen technology's purpose and growth continue to catch the attention of its own population, it is inevitable that the idea will annoy conventional broadcasting.

Print broadcasting must be able to retain credibility and confidence in the information delivered if they are to survive. Only the professionalism of journalists who uphold the ethics of technology, which include presenting true information that has been thoroughly vetted, can foster the confidence and trust of the community. This is a compelling proposition that will allow print broadcasting to thrive. According to Jarvis in Sugiya, if the broadcasting business, particularly print broadcasting, wants to avoid marginalisation, it must undergo reform. One of them is that a strategy shift is necessary



for print broadcasting to thrive. Print broadcasting has to be able to differentiate themselves from the medium. Paper alone cannot be a print medium.

Both newspaper (print) and internet broadcasting have advantages and disadvantages. Newspapers appear sluggish because readers can only consume the material the next day after it has been blasted to them by television and online broadcasting. Online broadcasting has the benefit of being quick and comprehensive. For instance, internet broadcasting that provide the quickest news on natural catastrophe alerts in comparison to print broadcasting include detik.com, which provides information swiftly and up to current 24 hours a day. Weaknesses in internet broadcasting, including those related to news reporting veracity. Print broadcasting can still exist in Indonesia despite the fact that internet broadcasting is growing rather quickly and is expected to replace print broadcasting in Western nations. This is demonstrated by the existence of print broadcasting, the number of which increased in 2014 compared to the previous year. The print broadcasting trend in Indonesia also has the ability to adjust to the convergence of print and online broadcasting without losing sight of print broadcasting's continued presence. As a result, it is intriguing to research and learn more about how Indonesian broadcasting relates to the future of print broadcasting in the face of the assault of online broadcasting.

If you want to find answers, you need to consider how internet broadcasting affects print broadcasting. Naturally, print broadcasting journalists must be able to grasp the advantages of online broadcasting for print broadcasting given the inevitable arrival of the digital era. The advantages of online broadcasting over print broadcasting include the following: First, internet broadcasting may work with print broadcasting to effectively and quickly deliver messages and disseminate news that has been published by a broadcasting outlet. The second is to stop wasting paper by chopping down trees just to make paper. Thirdly, click once, and the news is read without spending money or requiring much activity.

While there are some very fundamental differences between online technology and traditional technology (print broadcasting), there are also benefits and drawbacks to each. These differences can be found in the broadcasting used, the actors or employees who participate in them, as well as the composition and presentation of the messages. Its presence cannot be characterised as that of a broadcasting that competes or opposes one another, but rather as one that may support one another in journalistic endeavours or the field of technology. The two forms of technology coexist because they both aim to serve the public's needs by providing news or information that is significant to a large audience. The two journalists are perceived as broadcasting technologies that are competing with one another because of the distinct systems employed and the manner they are presented. In traditional technology, journalists must also be able to adapt to the settings and circumstances that arise on the job. The strain and work involved in gathering, processing, and sharing news is also not as straightforward and easy as what takes on in internet technology.

In order to satisfy the increasingly diverse information demands of society, journalists may need to be more passionate and adept at learning new applications in order to maximise the good effects of this technological progress. In addition to the ability to just write news, journalists need to possess a variety of additional talents. This might serve as inspiration for journalists to develop new techniques. Perhaps another benefit of social broadcasting is that it can be used to advertise a range of technology-related items quickly and affordably. Social networking is one item that undoubtedly has perks and cons.

#### **IV. CONCLUSION**

The conflict between traditional broadcasting and new broadcasting, namely online broadcasting, is a significant challenge for journalists in the digital information age. The advent of internet broadcasting has a significant impact on technology, providing a new platform for the dissemination of information and news. In order to retain their client base, conventional broadcasting outlets, who initially did not utilize internet platforms for news production, must now conform to the prevailing trend of online broadcasting.

The mainstream broadcasting is alarmed by the rise of a novel form of technology known as internet technology, which has subsequently led to the expansion of citizen technology. However, few traditional broadcasting outlets are open to accepting fresh ideas.

In order for traditional broadcasting to persist, the information provided must maintain its credibility and trustworthiness. The faith and trust of the community can only be fostered by journalists who adhere to the ethics of

technology, which involve delivering thoroughly verified and accurate information. This idea is quite persuasive and will enable the print broadcasting industry to flourish. In order to prevent the broadcasting sector from being marginalized, it is imperative to implement reforms, particularly in the print broadcasting. One of the key factors is the necessity for print broadcasting to undergo a strategic transformation in order to prosper. Print broadcasting must establish a distinct identity from the medium itself. Paper, by itself, cannot function as a print medium. The power and value stem from the distribution and control of content. Print broadcasting employs the strategy of incorporating newspaper content into digital tablets.

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