

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana praktik ekonomi politik media surat kabar Harian Jogja dalam mempertahankan eksistensi media. Kemajuan teknologi menuntut media lokal untuk berinovasi dalam memanfaatkan beberapa *platform* untuk mengembangkan unit usaha. menjadikan media berkonvergensi sebagai bentuk mempertahankan eksistensi. Usaha agar tetap eksis dan bertahan justru terjebak dalam logika kapitalisme. Upaya mempertahankan keberadaan tersebut tidak selalu memperkuat perannya, melainkan cenderung ikut melemahkan infrastruktur komunikasi publik demi tetap hidup. Harian Jogja harus mengikuti mekanisme pasar, seperti menjual konten, memanfaatkan data audiens, hingga berpotensi mengeksploitasi pekerja. Peneliti menggunakan teori ekonomi politik media dari Vincent Mosco yang mencakup tiga konsep utama, yakni komodifikasi, spesialisasi, dan strukturasi sebagai pisau analisis. Dalam penelitian, peneliti berfokus pada ketiga elemen praktik komodifikasi. Penelitian dilakukan dengan pendekatan kualitatif dan metode studi kasus. Penelitian ini mengkaji bagaimana ekonomi politik media Harian Jogja dalam mempertahankan eksistensi media. Data dikumpulkan melalui wawancara mendalam, observasi langsung, dan studi pustaka. Temuan diharapkan memberikan kontribusi terhadap pemahaman tentang strategi media dalam mempertahankan eksistensinya. Hasil temuan juga bisa dijadikan literatur ekonomi politik media yang masih terbatas di Indonesia.

Kata Kunci: Ekonomi Politik Media, Eksistensi Media, Komodifikasi, Media *Multiplatform*, Teknologi.

ABSTRACT

This study aims to determine how the political economy practices of the Harian Jogja newspaper maintain its existence. Technological advances require local media to innovate by utilizing several platforms to develop business units. This requires media convergence as a form of maintaining its existence. Efforts to maintain its existence and survival are actually trapped in the logic of capitalism. These efforts to maintain its existence do not always strengthen its role, but rather tend to weaken the public communication infrastructure in order to survive. Harian Jogja must follow market mechanisms, such as selling content, utilizing audience data, and potentially exploiting workers. The researcher uses Vincent Mosco's theory of media political economy, which encompasses three main concepts: commodification, spatialization, and structuration, as an analytical tool. In this study, the researcher focused on these three elements of commodification practices. The research was conducted using a qualitative approach and case study method. This study examines the political economy of the Harian Jogja newspaper in maintaining its existence. Data were collected through in-depth interviews, direct observation, and literature review. The findings are expected to contribute to the understanding of media strategies in maintaining its existence. The findings can also be used as a reference in the literature on media political economy, which is still limited in Indonesia.

Keywords: *Commodification, Media Existence, Multiplatform Media, Political Economy of Media, Technology.*