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DIGITAL TRANSFORMATION STRATEGY AND BUSINESS SUSTAINABILITY OF A LOCAL PRINT MEDIA: A CASE STUDY OF KEDAULATAN RAKYAT

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ABSTRACT

The media industry is undergoing significant transformation driven by rapid developments in digital technology. Traditional print media organizations face increasing competitive pressure due to shifts in audience behavior toward digital platforms and the migration of advertising revenue to online channels. This study aims to analyze how digital technology creates competitive pressure on the traditional business model of *Kedaulatan Rakyat*, examine the digital transformation Strategyes implemented by the company, and evaluate the impact of the decline in the print newspaper business on the sustainability of the organization as a local media company.

This research employs a qualitative case study approach focusing on *Kedaulatan Rakyat*. Data were collected through in-depth interviews, observations, and document analysis. The data were analyzed using thematic analysis supported by SWOT and PESTLE frameworks to identify internal and external factors influencing digital transformation and business sustainability.

The results show that digital technological development has significantly pressured the traditional print business model through declining circulation and shifting advertising revenue. In response, *Kedaulatan Rakyat* has implemented digital transformation Strategyes through media convergence, digital platform development, and newsroom integration. Although the decline in print affects the company's revenue structure, its sustainability remains supported by strong brand legitimacy and the development of a hybrid print–digital business model.

Keywords: digital transformation, business sustainability, print media, digital disruption, local media.