

Kediripedia Online Media Editor's Strategy For Increasing Generation Z's Reading Interest

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Abstract—Generation Z was born when digital technology was developing rapidly. They learned quickly and grew into a generation adept at using digital devices such as laptops, smartphones, tablets, and others. As a result, Generation Z spend more time using digital devices, exploring the virtual world, and interacting on social media than interacting face-to-face in real life. This behavior also arises because most of their daily activities are close to gadgets, so it becomes a new habit and impacts the decline in interest in reading. For this reason, means and ways are needed to change these habits. This research aims to find Kediripedia.com's strategy to generate interest in reading among Gen Z. The findings show that Kediripedia.com generate a strategy to increase young readers' interest in reading by taking two approaches. First, Kediripedia.com researched Gen Z to find out what kind of content and information presentation criteria interest them. Second, Kediripedia.com uses multi-platform information presentation by combining text, images, videos, and attractive visual design to create a playful yet accurate and credible information package for all groups, especially Generation Z.

Keywords: *Generation Z, Online Media, Reading Interest, Strategy.*

Abstrak—Generasi Z hadir saat teknologi digital berkembang pesat. Mereka belajar dengan cepat dan tumbuh menjadi generasi yang mahir menggunakan perangkat digital berupa laptop, smartphone, tablet dan lainnya. Akibatnya, generasi Z lebih banyak menghabiskan waktu menggunakan perangkat digital, menjelajah dunia maya dan berinteraksi di media sosial dibandingkan beinteraksi tatap muka di kehidupan nyata. Perilaku ini juga muncul karena sebagian besar aktivitas mereka sehari-hari dekat dengan gadget sehingga menjadi kebiasaan baru dan berdampak pada turunnya minat baca. Untuk itu, perlu sarana dan cara untuk mengubah kebiasaan tersebut. Tujuan dari penelitian ini adalah untuk mengetahui strategi Kediripedia.com untuk membangkitkan minat baca di kalangan Gen Z. Hasil temuan menunjukkan bahwa Kediripedia.com melakukan strategi untuk meningkatkan minat baca pembaca muda dengan melakukan dua pendekatan. Pertama, Kediripedia.com melakukan riset pada Gen Z untuk menemukan kriteria isi dan penyajian informasi seperti apa yang menarik bagi mereka. Kedua, Kediripedia.com menggunakan penyajian informasi melalui multiplatform, dengan menggabungkan teks, gambar, video dan desain visual yang atraktif agar kemasan informasi menyenangkan namun tetap akurat dan kredibel bagi semua kalangan, khususnya generasi Z.

Keywords: *Generasi Z, Media Online, Minat Baca*

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A. Introduction

Since the era was dominated by Generation Z, the development of print media is no longer significant.¹ This phenomenon also occurred in Indonesia. In 2015 several well-known newspapers had to close their companies and were forced to stop publishing. Like the oldest printed media, Sinar Harapan, which went out of business on January 1, 2016. In addition, the most prominent sports media, Harian Bola, also stopped publishing on October 31, 2015.²

Along with the development of the times, news media actors are required to make improvements as best as possible; moreover, the media is an essential pillar in democracy and the dissemination of information; if one by one the media closes, where will democracy go in maintaining the balance of the state later³. Therefore, the news media requires innovation through the right communication strategy to survive amidst the competition in media life. The strategy used must be able to attract public interest in reading, especially interest in reading in Generation Z, which is the determinant of the future.

Kediripedia.com is a website that provides news and information online. A website managed by journalists who have competency certificates from the press council. Which was founded in 2015 with editorial team members Dwidjo Utomo Maksum as editor-in-chief, Ahmad Eko Hadi as a reporter and creative manager, Kholisul Fatikhin as managing editor, and Budhi Luhur as research and information technology (IT) team.

Kediripedia.com's operations center on Griya Indah Permatasari E-44 Housing, Jalan Penanggungan, Bandar Kidul, Mojoroto, Kediri City.⁴ On its website, Kediripedia.com provides information about Business, Education, Destinations, People, Culture, Community, and Suryapedia. In addition, Kediripedia.com also combines journalism, film, history, and literature. Through this presentation, Kediripedia.com was nominated for the Citizen Journalism Award or AJW in 2021.

As is currently the case, the authors see that online media certainly has a strategy to attract the interest of Generation Z.⁵ Either from writing techniques that are easy to understand or with other strategies. One of the websites seen by the author is interesting, namely Kediripedia.com, one of the online news websites owned by PT. Main Media Kediripedia.

B. Methods

This study uses a descriptive qualitative approach to explore and deepen understanding of the issues examined.⁶ Data collection techniques were done through website observations and Kediripedia.com social media accounts. Then the researchers looked for information by conducting interviews with the chief editor and managing director of Kediripedia.com.

So that this research aims to find out how the strategy used by Kediripedia.com in attracting interest in reading for Generation Z through data

¹ Fahmi Muhammad Nizar, "Strategi Komunikasi Jawa Pos untuk Meningkatkan Minat Baca Anak Muda Melalui Rubrik Zetizen," *journal of media and communication sciene* 2 (2019): 41–58.

² Astuti Sri Wahyudi, "Strategi Manajemen Redaksi Harian Fajar dalam Menghadapi Persaingan di Era Digital." (Makassar, Universitas Islam Negeri Alauddin, 2016), h.2.

³ Shofi Syaiful, "Kebebasan Media Mengancam Literasi Politik.," *Universitas Muhammadiyah Malang*

bekerjasama dengan Inteligencia Media (Intrans Publishing Group), 1 (2020): 15.

⁴ Kediripedia.com

⁵ Nur Hamidah Isna, "Analisis Strategi Penerapan Prinsip Jurnalisme Online Idn Times Sebagai Media dalam Menyajikan Informasi Berita Untuk Pembaca.," *Universitas Muhammadiyah Ponorogo*, 2021, 21.

⁶ Fifi Karunia Muhammad Syafiq, "Pengalaman Perempuan Bercanda," *Jurnal Penelitian Psikologi* 06 (2019): 3.

research must be fulfilled, namely, using language that is easy to understand, visualizing images of each news presented and the information provided can be helpful for readers. Therefore the writer chose a descriptive qualitative method as a research approach.⁷

C. Results And Discussion

1. *Kediripedia*

Kediripedia.com is a website that provides all news and inspirational information from all over the world based on online media. Established in 2015 and managed by journalists with competency certificates from the press council. The establishment of kediripedia.com aims to enrich information and insights for the public.

The kediripedia.com site is a portal or website that provides all inspirational information and exciting things from all corners of the world. A long civilization constantly rolling makes information never run out in its study. Continuously pulsating events make life move as living data. Managed by journalists who have competency certificates from the Press Council, kediripedia.com is the answer to efforts to uncover and document data into a modern, internet-based encyclopedia. In short, this site summarizes living data in articles, photos, videos, and films: not numerical data stored in bookshelves and office desk drawers.

The hope is that the data that has been presented can be used to enrich insights for the public. Even though it is loaded with information, the content on kediripedia.com is presented quickly and crisply to consume. The concept is to marry data-driven journalism with the power of narrative.

Founded in 2015, Kediripedia.com is here to enrich the information space with good news that is inspiring and fun. Even though it is based in a small area, the City of Kediri, writing, and various other contents are designed to be enjoyed by world citizens. In addition, there are also research, social, cultural, and other things that still need to be

completed. Everything we do together brings benefits to the public and also the managers.

As long as it is broadcast among the public, kediripedia.com will consistently try to produce works with narrative elements. About anything, anywhere. Some of them may not be very popular, but in them, there is a spirit that is present as a balance to life in an era that is constantly moving quickly.⁸

2. *Reading Interest*

Interest in reading is a high tendency towards something and a strong desire to do something. Interest is not innate. Nevertheless, it can be influenced by talent. Interest must start from an early age to grow and become a habit, but building an interest in reading from an early age takes work. It takes strong determination and effort to be consistent in doing it continuously so that it becomes a habit and culture.⁹ As for ways that can be done to increase reading comprehension with bibliotherapy for the condition of Generation Z during the pandemic, they tend to use gadgets to play and social media rather than to find information related to their school assignments.

In addition, interest in reading is still relatively low, which can be seen from the number of books owned at home and the number of borrowed books in the library. Whereas for the school environment, the library has an immense contribution in carrying out its role as a source and provider of information services for the school community.

Generation Z's interest in reading is a crisis for all educators, especially in Indonesia. Considering the sophistication of the electronics in the Industrial Revolution 4.0 era and the interests and needs of Generation Z's social media, this is one way for all educators to increase their interest in reading for the future of the nation.¹⁰

One of these media is the internet as a source for developing an understanding of public opinion, a means for sharing information and developing knowledge, using this condition to progress in carrying out their duties towards a generation that is increasingly technologically advanced and active in

⁷ Natasha Oktalia Farid Rusdi, "Strategi Redaksi Media Online Okezone.com dalam Menarik Minat Generasi Milenial" 5 (2021): 39.

⁸ Profil Kediripedia.com

⁹ Nawiroh Vera, *Komunikasi Massa* (Bogor: Ghalia Indonesia, 2006), 7.

¹⁰ Mudjito, *Pembinaan Minat Baca* (Jakarta: Universitas Terbuka, 1993), 86.

social networks to meet their daily needs. Journalism, whose mission is to provide information, entertainment, and social control tools, community education, is needed to educate the public to increase interest in reading and writing and develop understanding anywhere, anytime through any means and access.

The press must be able to grow into educators by providing accurate factual information as well as intimidation and interference from high officials. Based on research and theoretical descriptions, the factors that affect Generation Z's reading interest are divided into internal (internal) and external (external) natural driving factors. Internal influencing factors are talent, gender, education level, state of mental health, habits, and awareness of the need for intellectual curiosity. External factors that influences are the type of reading, home environment, school environment, and reward and punishment competition. After analyzing the respondents' responses, it is clear that external factors influence Generation Z's interest in reading more.

3. *News Presentation Affects Generation Z's Interest in Reading*

Kediripedia.com is a website that provides all news and inspirational information from all over the world based on online media. It was founded in 2015 and is managed by journalists with competency certificates from the press council. The establishment of kediripedia.com aims to enrich information and insights for the public.¹¹

Presentation of the news, of course, also pays attention to the language used so that the reader can understand the content of the news conveyed. To attract readers from Generation Z, Kediripedia has conducted much research on the tendencies and interests of young people. The points that must be met. Among them is the first language that is easy to understand and explains directly related to what will be conveyed in the news, including visualization of images representing the contents. Most importantly, the information written is helpful for readers. Because today's readers always want to get insight from what has been obtained from the internet, the theme in a news presentation is made as attractive as possible, following the news or news value.

¹¹ Kediripedia.com

In addition to paying attention to the language used in presenting Kediripedia news, it also conducts media convergence. One content is packaged into multiplatform, including writing, photos, infographics, and videos. The style of news packaging depends on a predefined theme. Of all that, of course, Keripedia needs human resources who can handle it all. Kediripedia journalists must be able to master more than three skills. Apart from being able to write, the Kediripedia editorial team must understand photography and videography. This demand stems from digital developments and the tendency of Generation Z to like a variety of content.¹²

D. Conclusion

Kediripedia has done much research on the tendencies and interests of young people. The point that must be met among them is the first language that is easy to understand and explains directly related to what will be conveyed in the news, including visualization of images representing the contents. Most importantly, the information written is helpful for readers. Because today's readers always want to get insight or views from what has been obtained from the internet, the themes in a news presentation are made as attractive as possible, following news values or news values.

The second strategy is media convergence. One content is packaged into multiplatform, including writing, photos, infographics, and videos. Through the strategy above, online news media Kediripedia.com can attract interest in reading among the younger generation or Generation Z because the news conveyed is easy to understand.

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¹² Wawancara redaktur pelaksana kediripedia Kholisul Fatikhin, 20 Desember 2022, 19:47 WIB.

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