

Kolaborasi antara komunitas berbasis media sosial dan industri surat kabar : proses communitization di Harian Kompas = Collaboration between community based on social media and newspaper industry the process of communitization in Harian Kompas

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Abstrak

ABSTRAK

Penelitian ini dilakukan dengan tujuan memperoleh pengetahuan kolaborasi yang dilakukan Harian Kompas bersama sejumlah komunitas. Permasalahan dalam penelitian ini adalah sebagian kolaborasi tidak berlangsung sebagaimana diharapkan secara ideal. Kerangka pemikiran disusun berdasarkan fakta turbulensi dalam industri surat kabar, dan nyaris seluruh model bisnis saat memasuki era masyarakat informasi. Perusahaan atau organisasi perlu melakukan penataan ulang dengan menggunakan sejumlah konsep, diantaranya seperti "The Learning Organization" yang dikemukakan Peter Senge. Hasil temuan dalam penelitian ini adalah, pengadopsian "five disciplines" dalam "The Learning Organization" dan sejumlah indikator kolaborasi ideal dalam masyarakat informasi menemui keberhasilan dalam praktik kolaborasi yang menuju pada aspek co-creation menyusul interaksi komunikasi horizontal, non-formal, dan setara yang dipergunakan

ABSTRACT

This research aims to acquire knowledge of collaboration conducted by Harian Kompas with a number of communities. The issue in this research is some of collaboration did not occurring as expected ideally. The framework compiled based on the facts of turbulence in the newspaper industry, and almost in the entire business models when entering the era of information society. Company or organization needs to do rearrangement by using a number of concepts, such as "The Learning Organization" stated Peter Senge. The findings in this research are the adoption of "five disciplines" in "The Learning Organization" and the indicators of an ideal collaboration in information society attain success of its implementation that led to the aspects of co-creation following the horizontal communication interactions, nonformal, and used similar.