

Research Article

The Role of Radar Bogor Journalists in Delivering News and Digital Promotion through Local Online Media

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Abstract: The rapid advancement of digital technology has transformed online media into a primary source of real-time information for the public. This study examines the role of journalists at Radar Bogor in presenting news and conducting digital promotion through local online platforms. Employing a descriptive qualitative approach, the study analyzes how journalists curate trending topics such as social assistance, K-pop, tourism, culinary content, and music to align with audience interests and enhance reader engagement. Findings indicate that Radar Bogor journalists act not only as information providers but also as mediators who ensure news accuracy, relevance, and clarity. Furthermore, they develop creative promotional content that supports local businesses and community initiatives, strengthening the platform's competitiveness in today's crowded digital media landscape. The study concludes that journalists play a dual role: maintaining journalistic quality while optimizing digital promotional strategies to expand audience reach. These insights contribute to understanding the evolving responsibilities of local online journalists in the era of digital media.

Keywords: Digital Promotion, Journalism, Local News, Online Media, Radar Bogor

1. Introduction

The development of digital technology has created significant changes in how the public obtains and processes information. This transformation positions online media as the main space for audiences who require fast and real-time access to information. Wahab et al., (2023) explain that internet-based media do not only function as information distributors. Online media also serve as digital promotion platforms that strongly influence social and economic dynamics in modern society. The shift in information consumption patterns strengthens the position of online media as key actors in disseminating news and promotional content that align with public needs.

The role of journalists in the digital ecosystem is crucial because they are responsible for maintaining the quality of information received by the public. Their tasks include issue identification, data verification, scriptwriting, and content distribution across digital platforms. Istiqomah (2023) states that the accuracy and clarity of information depend on the journalist's competence in managing data and presenting it with a clear and structured narrative. Language quality and precise fact selection define how ethically accountable a piece of content is. Mona & Pramulia (2022) emphasize that a journalist's ability to process information directly affects the audience's level of engagement.

Radar Bogor, as a local online media outlet, plays an essential role in providing relevant information for the people of Bogor and surrounding areas. Its broad readership positions Radar Bogor as a primary reference for local news, social issues, lifestyle, tourism, and culinary topics. Journalistic activities at this media organization extend beyond the delivery of daily news. Journalists at Radar Bogor also produce promotional content that supports local businesses, event organizers, and government as well as private institutions in reaching a wider audience (Wahab et al., 2023).

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Public demand for diverse information encourages Radar Bogor journalists to adjust their writing style to digital audience preferences. Content about viral culinary spots, popular destinations, and trending topics gains significant attention due to its informative and entertainment value. Zuhri et al., (2023) explains that journalists act as agents of social change who influence how society interprets specific issues. Mastery of digital trends becomes an essential factor in creating engaging and relevant content. This adaptation strengthens Radar Bogor's position in the increasingly competitive digital media landscape.

Digital promotion activities in online media function to build image, increase exposure, and shape audience interest toward a product or service. Journalists perform creative functions by combining information with copywriting techniques so promotional messages can be effectively received by readers. Mona & Pramulia (2022) note that persuasive narratives and strong visual elements enhance reader engagement. Innovation in content presentation transforms journalistic works into more dynamic formats suited to the characteristics of digital media consumption.

Understanding the mechanisms of journalistic work at Radar Bogor is important for identifying how local media manage news and promotional content within a single digital platform. The integration of these two functions reflects the challenges faced by modern media in maintaining information quality amid shifting public needs. Wahab et al., (2023) argues that balancing editorial content and promotional content is essential to maintaining media credibility while providing value for readers and collaborative partners.

This study examines the role of Radar Bogor journalists in presenting news and digital promotional content within a local online media environment. The analysis is based on direct observation during the fieldwork program and an evaluation of newsroom practices. The purpose of this study is to provide insight into strategies for delivering news and digital promotional content that align with public needs in the digital era. This understanding is crucial for observing how local media adapt journalistic practices to continuous changes in technology and social structures.

Journalists hold a fundamental role as providers of high-quality information for the public. The journalistic process involves direct observation, interviews, document analysis, data verification, and the construction of accurate narratives that enable audiences to gain a clear understanding of events. The presence of journalists maintains the flow of transparent and objective information, since the public's knowledge of social, political, cultural, economic, and humanitarian issues depends heavily on the precision with which journalists process facts. The reliability of the information presented shapes the extent to which individuals can make rational and well-informed decisions in their daily lives.

Journalists perform a crucial watchdog function by critically examining public policies, government spending, and the actions of leaders whose decisions may harm society. This oversight function discourages misconduct, because investigative reporting that is transparent and evidence-based places pressure on institutions to avoid corruption, abuses of power, and deliberate misinformation. The presence of journalists not only ensures a system of checks and balances but also strengthens democratic values that demand openness and accountability. The influence of publicly disseminated information encourages state institutions to operate more responsibly and to uphold the trust of the citizens they serve.

Journalists act as intermediaries for public voices by highlighting issues experienced by individuals and communities that often lack access to formal channels of expression. Reporting on grassroots social concerns brings these issues into the public arena, allowing government bodies, civil organizations, and other stakeholders to respond constructively. The journalist's position as a communication bridge broadens public participation in societal development, while the inclusion of diverse perspectives fosters greater social equity. Representation in media becomes essential because many community problems receive attention and solutions once they are acknowledged and legitimized through professional reporting.

Journalists serve an educational function by offering in-depth coverage, contextual analysis, and interpretation that help the public understand complex issues more thoroughly. The information they provide goes beyond surface-level reporting by guiding readers toward a more critical evaluation of events and broader structural factors. This educational role enhances public literacy, while the development of critical thinking skills equips audiences to resist misinformation and manipulative narratives. The knowledge gained through journalistic work contributes to shaping a more informed public opinion

and supports the growth of a society that values transparency, accuracy, and thoughtful engagement with current issues.

2. Literature Review

Online media have experienced rapid development over the past five years, bringing significant influence on how Radar Bogor distributes information to its audience. Algorithmic curation has become a central factor in determining content visibility, requiring journalists to produce competitive news that aligns with the dynamics of digital recommendation systems. Findings by (Huwaidi & Nuraeni, 2024) indicate that the advancement of online media has a positive correlation with the existence of the Radar Bogor print edition, although the strength of this relationship remains moderate. This suggests that digital transformation does not eliminate the role of print media but instead encourages stronger integration and adaptation across digital platforms.

The evolving digital ecosystem has also shifted journalistic practices. Journalists are no longer focused solely on producing written texts; they are now required to master multiple storytelling formats, including visual content, infographics, and video. Furthermore, data analysis skills have become essential for navigating an increasingly dense flow of information. According to (Larasati et al., 2021), Radar Bogor has responded to these changes by strengthening journalist competencies and forming internal teams that are more adaptive to the demands of digital content production. These efforts aim to maintain content quality while ensuring that news presentation remains attractive and relevant to digital audiences.

The shift in public information consumption patterns has also influenced Radar Bogor's editorial strategy. Digital media users increasingly rely on algorithmic recommendations, social interaction, and shareable content. Based on (Huwaidi & Nuraeni, 2024) analysis, 26.1% of the variability in Radar Bogor's print media performance is affected by the development of online media. This demonstrates that digital consumption patterns directly impact editorial orientation, prompting Radar Bogor to enhance its focus on local content, lifestyle topics, culinary features, and tourism categories that generate high engagement on social media.

Digital promotion has become an important component of media sustainability strategies. Effective promotion is not solely determined by information quality but also by the media's ability to construct persuasive narratives and understand audience segmentation. (Larasati et al., 2021) note that Radar Bogor employs promotional strategies through thematic events, digital storytelling, and collaboration with local communities. Additionally, Radar Bogor produces advertorial and sponsored content while maintaining transparency to preserve public trust.

As a local media outlet, Radar Bogor plays a strategic role in providing information closely related to the daily lives of Bogor residents. According to Arifin (2023), local media have an essential responsibility to offer accurate, relevant, and region-specific information. Radar Bogor fulfills this role by covering regional policies, urban social issues, community dynamics, and cultural activities tied to Bogor's identity. Its geographic and emotional proximity to the community allows Radar Bogor to build stronger relationships with its audience, ensuring its continued relevance within the local information ecosystem.

3. Method

This study employs a descriptive qualitative research design to examine the journalistic workflow within Radar Bogor. A qualitative approach is considered suitable because it enables an in-depth exploration of human actions, interactions, and contextual dynamics in their natural setting. As emphasized by Subandi (2011), qualitative inquiry allows researchers to capture the meaning of social phenomena through detailed and contextualized descriptions of observed behaviors and experiences. The research was conducted at the Radar Bogor newsroom located in Graha Pena Bogor during the internship period from 18 August to 23 December 2025. All observations adhered to the organization's work schedule, from Monday to Friday between 09:00 and 17:00 WIB, ensuring that data collection occurred within the natural environment of the newsroom. This approach aligns with Adlini et al., (2022), who assert that qualitative research must portray phenomena as they unfold in real-world contexts.

Primary data were obtained through direct observation, active participation, and semi-structured interviews. Observation enabled the researcher to examine routine journalistic practices, from editorial meetings and issue selection to script development and content distribution. This is consistent with Subandi (2011) view that observation is essential for capturing authentic interactions and behavioral patterns within social environments. Active participation was undertaken through the researcher's involvement in content production activities such as newswriting, visual material preparation, and editing, offering experiential insight into editorial decision-making and newsroom routines. Interviews were used to obtain deeper explanations regarding editorial policies, technical challenges, and content presentation strategies. As argued by Adlini et al., (2022), interviews allow qualitative researchers to access participants' interpretive perspectives and professional reasoning.

Secondary data were gathered through a systematic literature review, including company documents, Radar Bogor's digital publications, and academic literature from the past five years. These sources strengthen the theoretical foundation and support the interpretation of field findings. Data analysis was conducted inductively through continuous cycles of data reduction, organization, and interpretation. This procedure follows Subandi (2011) assertion that qualitative data analysis occurs throughout the entire research process rather than at a single concluding stage. Research validity was enhanced through methodological triangulation, which involved cross-checking findings from observations, interviews, and document analysis, in accordance with the qualitative research principles outlined by Adlini et al., (2022). Through this methodological framework, the study offers a comprehensive and empirically grounded account of how news and promotional content are produced, managed, and distributed across Radar Bogor's digital platforms.

4. Results and Discussion

The RadarBogor.id website serves as the primary subject of analysis and is used as a case study to examine the real manifestations of the theoretical concepts discussed in this research. Content analysis and critical discourse analysis are employed as instruments to investigate the forms of journalistic practice and digital content presentation found on the platform.



Figure 1. Website Radar [Bogor.id](https://radarboGOR.id).

The Role of News Writers in Producing Updated Information

The role of news writers is highly significant in ensuring that the public receives accurate, relevant, and up-to-date information. The responsibilities of news writers include collecting data from various credible sources, conducting interviews with key informants, verifying facts through cross-checking, and monitoring ongoing developments to ensure that the information presented remains current. The ability to report quickly while maintaining accuracy determines the overall credibility of the news being published. A reliable news writer must consistently balance speed and precision, since the public's

understanding of events often depends on how effectively information is gathered, processed, and delivered. This responsibility demonstrates that the quality of journalism is directly influenced by the meticulousness and professional competence of the individuals producing the news.

News writers are also required to follow the progression of issues continuously, because social, political, economic, and technological dynamics evolve at a rapid pace. A deep understanding of these developments enables writers to produce reports that are not only timely but also supported by clear, contextual explanations that help audiences grasp the broader implications of an event. The ability to situate new information within past patterns, emerging trends, or policy changes strengthens the analytical dimension of news reporting. Consistently updated information allows the public to interpret changes in daily life with greater clarity, while helping them anticipate potential impacts on society. This constant attentiveness to shifting realities underscores the intellectual demands placed on news writers in the modern media environment.

Effective news writing requires a high degree of accuracy, strong adherence to journalistic ethics, and the capacity to analyze data obtained from diverse sources. Verification procedures such as checking factual consistency, consulting multiple viewpoints, and confirming statements with supporting evidence are essential to prevent misleading narratives, misinformation, or misinterpretations. Ethical decision-making becomes crucial when news writers must determine which information should be highlighted, which sources are trustworthy, and how sensitive details should be communicated to avoid harm. The reliability of a news writer in filtering and validating information reinforces the role of the media as a primary reference point for society, especially in times of uncertainty or crisis where factual clarity is indispensable.

The role of news writers in producing current information positions them as vital contributors within the modern media ecosystem. Continually updated reporting enables society to make rapid and informed decisions, particularly in situations demanding immediate attention such as public health crises, political transitions, technological disruptions, or natural disasters. The commitment of news writers to truth, accuracy, and timeliness supports the maintenance of a healthy and responsible flow of information in the public sphere. Their ability to respond quickly to events while upholding ethical and professional standards ensures that journalism remains a trusted pillar of democratic communication. This essential function highlights the enduring importance of news writers in shaping public awareness and sustaining an informed citizenry.

News writers at Radar Bogor hold a strategic role as information managers responsible for ensuring that every published report is accurate, relevant, and aligned with the needs of the local audience. This responsibility reflects the characteristics of digital journalism, which demands precision in fact-checking as well as a deep understanding of audience preferences. Journalists work by maintaining a balance between publication speed and data integrity. As stated by Safi'i et al., (2021), "news writing must consider factual accuracy, completeness of news elements, and relevance to the public's information needs." This statement aligns with Fadilah et al., (2025), who emphasize that "digital journalism requires faster work... yet speed can become a weakness if information is not supported by accurate data."

News writers rely on digital data and social trends as the basis for determining newsworthy topics. Trend monitoring allows journalists to identify issues that carry significant impact for the public. The transformation of journalistic workflows in the digital era is also highlighted by Fadilah et al., (2025), who explain that "digital technology has changed how journalists work, from finding sources, verifying facts, to meeting deadlines." Within this context, Radar Bogor consistently raises timely issues to maintain the relevance of its content, demonstrating that journalists not only report events but also map public information needs by utilizing digital data and social dynamics.

This role has become increasingly crucial in an information ecosystem marked by the rise of false news. Professional media are expected to act as "information filters through accuracy and verification in order to counter the spread of fake news and hoaxes" (Fadilah et al., 2025). Therefore, accuracy, relevance, and sensitivity to digital information developments are inseparable aspects of a modern news writer's duties, particularly in sustaining the quality and credibility of journalistic reporting.

Workflow of News Writers in Content Production

The workflow of news writers in content production involves a structured series of stages that ensure the creation of accurate, relevant, and high quality information for the audience. The process generally begins with issue identification, where writers monitor current events, digital trends, and audience interests to determine which topics require coverage. This stage helps writers recognize issues that are newsworthy and align with the editorial direction of the media organization. Writers also gather preliminary information to confirm whether the topic has sufficient depth and relevance for further development.

The next stage involves data collection, which includes conducting interviews, observing events, reviewing documents, and gathering information from credible digital sources. News writers verify each piece of information to ensure accuracy and minimize the risk of misinformation. Fact checking becomes an essential part of this stage, as it maintains the journalistic credibility of the media institution. Writers then organize the collected information into a coherent structure that supports clarity and logical flow in the upcoming writing phase.

The writing stage focuses on drafting the news article based on verified data. Writers construct clear narratives by presenting facts in a structured manner, often guided by established news formats such as the inverted pyramid. Writers refine their wording, ensure contextual accuracy, and maintain neutrality in their reporting. Editors participate in this stage by reviewing drafts, correcting errors, and ensuring that the content aligns with journalistic standards and ethical guidelines. Revision becomes a collaborative process that enhances the overall quality of the news.

The final stage involves publication and digital adaptation. Once the news is approved for publication, it is uploaded to various platforms such as websites, mobile applications, and social media channels. Writers and digital teams ensure that headlines, visuals, search engine optimization elements, and platform specific adjustments are applied correctly to increase visibility and audience engagement. Monitoring audience feedback after publication also becomes part of the workflow, as it provides insights that help writers improve future content and respond to evolving public interests.

The workflow of news writers at Radar Bogor consists of systematic and structured stages. The planning phase forms the foundation for determining the direction of coverage, where journalists design the news concept, select an angle that aligns with editorial policy, and establish an article structure that is easy for readers to follow. Zattira (2021) states that “the news production process begins with coverage planning, data collection through interviews and observation, scriptwriting, and finally editing and publication.” This explanation shows that journalistic practice continues to rely on standardized procedures even within a digital ecosystem.

The data-gathering stage requires news writers to conduct research, interviews, field observations, and digital media monitoring to ensure informational accuracy. The digital environment demands this approach because journalists operate amid rapid and dense information flows. Sonni (2025) found that the adoption of digital technology and artificial intelligence has “transformed journalists’ workflows, including how they analyze information, verify data, and identify news trends within modern newsrooms.” This finding confirms that journalistic work is no longer dependent solely on manual processes and now integrates technology to enhance efficiency and reliability.

The writing stage applies the 5W+1H elements and uses communicative journalistic language. The completed script then moves to the editing process, where editors ensure content quality and stylistic consistency. The role of editors in digital newsrooms has expanded into managing content distribution, reflecting the idea that contemporary journalists serve as “digital curators” who organize information sources and digital tools throughout news production.

The publication stage marks the final phase, where journalists upload news into the editorial system, add visual elements, and check readability across various devices. Content also undergoes optimization so articles remain discoverable through search engines and relevant to audience preferences. Sonni (2025) explain that newsroom digitalization influences not only technical matters but also “shapes organizational culture, work dynamics, and the professional identity of journalists.”

The workflow of news writers in the digital era represents a combination of classical journalistic standards and technological innovation that strengthens the news production

process. This integration is essential for maintaining quality, accuracy, and the competitiveness of media organizations in an evolving digital landscape.

The Role of News Writers in Radar Bogor's Digital Promotion

News writers at Radar Bogor play a central role in strengthening the platform's digital promotion strategy, particularly as media consumption increasingly shifts toward online channels. Their responsibility extends beyond simply producing news; they also craft content that aligns with the organization's digital identity and audience engagement goals. The ability to present information in a clear, appealing, and easily shareable format supports Radar Bogor's efforts to maintain visibility and relevance in the competitive digital landscape. High-quality writing that is both informative and engaging enables the media outlet to attract a wider readership, thereby enhancing its promotional reach.

News writers contribute to digital promotion by integrating editorial creativity with an understanding of audience behavior on digital platforms. Radar Bogor relies on writers who can interpret trending topics, optimize headline structures, and adapt story angles to suit digital preferences such as brevity, clarity, and emotional connection. Content that aligns with audience interests increases click-through rates and social media interactions, which in turn strengthens Radar Bogor's online presence. Their ability to adjust writing style based on platform characteristics such as website articles, Instagram captions, or short-form updates supports a cohesive and effective promotional strategy.

The role of news writers also involves collaborating with digital teams to ensure that content meets the technical and strategic requirements of online promotion. Writers work closely with editors, social media managers, and analytics teams to understand performance metrics such as reach, engagement, and audience retention. Data driven insights help them refine writing techniques and choose topics with higher promotional potential. This collaborative process ensures that every piece of content not only informs readers but also contributes to building Radar Bogor's digital brand identity.

News writers serve as key actors in shaping how news is positioned within Radar Bogor's promotional ecosystem. Their ability to deliver timely, credible, and compelling stories enhances the outlet's credibility and strengthens audience trust, two essential components of successful digital promotion. Consistency in producing well-crafted news supports audience loyalty, while strategic content selection improves the media outlet's competitiveness in the digital environment. Their contribution ensures that Radar Bogor remains a dynamic and influential player in the digital media landscape.

Journalistic activities at Radar Bogor focus not only on news delivery but also on supporting digital promotion, particularly in highlighting local culinary and tourism destinations. The writers integrate journalistic elements with marketing communication to build a positive image of Bogor as a city known for its culinary and tourism appeal. Promotional content is crafted through creative approaches that combine engaging narratives with strong visual experiences presented through photos and short videos. Findings by Utami & Widiati (2023) indicate that social media promotion has a positive influence on tourists' intention to visit, especially within the culinary tourism sector.

The promotional materials developed by Radar Bogor are based on trending topics circulating on social media. The writers identify popular culinary and tourism themes as the foundation for designing content strategies, demonstrating the role of digital data in strengthening promotional effectiveness. The use of persuasive narratives, copywriting techniques, and high-quality visuals reinforces Radar Bogor's position as a local media outlet that successfully integrates journalism with digital promotion. This approach aligns with the findings of Purwaningwulan & Dwi Ramdan (2021), who emphasize that digital promotion of tourist destinations must be implemented optimally while remaining flexible in responding to societal dynamics and changes within the tourism landscape.

Digital Communication Strategies in Presenting Promotional Content

Digital media integration plays a significant role in strengthening Radar Bogor's position as a modern news institution that can adapt to rapid technological change. The increasing use of digital platforms has transformed the ways news is gathered, produced, and distributed, requiring media organizations to adopt strategies that combine traditional journalistic practices with contemporary digital approaches. Radar Bogor responds to this shift by utilizing online platforms, multimedia formats, and real time updates to provide information that is fast, accurate, and relevant to the needs of its audience.

The integration of digital media enables Radar Bogor to expand its reach beyond conventional news audiences by maximizing social media, websites, and mobile applications as important channels of information dissemination. These platforms allow Radar Bogor to deliver content with greater immediacy while also improving accessibility for diverse groups of readers. The use of visual storytelling, interactive features, and platform specific content formats further enhances the audience experience and increases engagement in the digital sphere.

Digital media also strengthens Radar Bogor's role in promoting local issues, especially those related to culture, culinary life, tourism, and community development. The combination of news reporting and digital promotional strategies makes it possible for Radar Bogor to highlight local potential more effectively. Journalists can present stories through compelling visuals, data driven insights, and narrative techniques that attract wider audiences and contribute to the visibility of local initiatives.

Continuous interaction with readers through social media plays an important role in shaping editorial decisions and content development. Feedback, comments, and real time audience responses help Radar Bogor understand public preferences, identify trending topics, and adjust coverage strategies accordingly. This two way communication reinforces Radar Bogor's relevance and credibility as a local media organization that remains responsive to its community.

Overall, digital media integration strengthens Radar Bogor's ability to maintain journalistic quality while adapting to the demands of digital era communication. The combination of technological innovation, interactive communication, and community focused content allows Radar Bogor to build a stronger presence in the online landscape and supports its sustainability as a trusted source of information.

The findings indicate that Radar Bogor applies a two-way communication strategy through active interactions between writers and readers on social media. Writers consistently respond to comments and manage feedback, creating a dialogic communication process. This practice strengthens audience participation in content production and aligns with (Zayani, 2021), who emphasize that direct interaction on digital platforms enables journalists to understand reader preferences and produce more relevant content.

Radar Bogor also employs an issue-selection strategy based on trend analysis to enhance content visibility in the digital sphere. Topics such as culinary and tourism are selected due to their high engagement potential, and the information is presented by combining factual data with experiential elements to enrich narrative value. This result is consistent with findings by (Fadilah et al., 2025), which demonstrate that adapting viral trends and using interactive narratives as seen in local media like Info Bandung on TikTok can drive audience engagement and improve content relevance.

The integration of two-way communication and trend-based issue selection strengthens Radar Bogor's competitiveness in the digital media landscape. Interaction with readers allows real-time content adjustments, while issue-selection strategies increase the likelihood of reaching broader audiences. The combination of these approaches enables Radar Bogor to maintain relevance and enhance its relationship with audiences through responsive communication and content practices.

Digital Media Integration in Strengthening Radar Bogor's Role

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Radar Bogor utilizes multiple digital platforms to expand the reach of its content. Writers adapt articles into video formats for TikTok or Instagram Reels, demonstrating how local media optimize the digital ecosystem for content distribution. Integration across platforms increases promotional visibility and broadens the dissemination of messages. The findings align with Utami & Widiati (2023) study, which shows that social media promotion, particularly through Instagram, positively influences visitors' interest in culinary destinations.

The writers also emphasize the use of visual elements as a central component in culinary and tourism promotion. Photographs and videos strengthen the messages conveyed and illustrate how local media develop visual strategies to capture audience attention. The results correspond with Ritonga & Rasyid (2025) research, which indicates that appealing visual presentations through Instagram features such as feeds, reels, and stories are effective in building brand awareness and audience engagement in culinary businesses. This approach positions Radar Bogor as a media organization capable of merging informative and commercial values. Visual elements further contribute to shaping Bogor's image as a region with strong creative economic potential.

5. Comparison

This study demonstrates that journalists at Radar Bogor hold an increasingly broad and multifaceted role in the contemporary digital era as they combine traditional journalistic responsibilities with modern digital promotional functions. The rapid advancement of digital technology has reshaped the ways in which news is produced, distributed, and consumed, creating new demands for adaptation within daily journalistic practice. Journalists are required to understand platform specific norms, adjust to accelerated digital workflows, and respond to constantly shifting patterns of audience behavior. Radar Bogor journalists address these emerging challenges by maintaining accuracy, clarity, and relevance while at the same time utilizing digital trends, visual storytelling, and interactive social media features in order to strengthen audience involvement and expand the reach of their content.

The findings reveal that classical journalistic tasks such as issue identification, data verification, writing, editing, and publication continue to form the core structure of news production. These tasks remain grounded in long established journalistic values that emphasize factual reliability, balanced reporting, and ethical responsibility. The integration of digital technology enriches this traditional foundation through the use of data based monitoring tools, audience analytics, and multimedia formats that support deeper contextualization of information. This integration increases efficiency in the newsroom, enhances the quality of reporting, and improves the visibility of content within digital environments that operate through complex content distribution algorithms. The combination of traditional and digital competencies strengthens the capacity of journalists to produce updated and high quality information that meets the expectations of contemporary audiences.

The study also identifies the important role played by journalists in the digital promotion of local culinary and tourism destinations. Radar Bogor journalists create

persuasive and informative narratives that highlight the uniqueness of local products and attractions. Their work is supported by strong visual elements, engaging captions, and strategic adjustments to the formats preferred by specific platforms such as short form videos on Instagram Reels and TikTok. The ability of journalists to combine informational and promotional elements contributes to economic and cultural development in the region, and this professional contribution does not diminish the editorial credibility of the media institution. Instead, it demonstrates the potential of local journalism to support community based initiatives through responsible communication practices.

The use of two way communication on social media enriches the overall process of content production. Journalists are able to gather immediate insights into audience preferences, assess public responses, and adjust the angle or presentation of their stories in real time. The selection of issues based on trending topics, supported by digital monitoring and audience analysis, enables Radar Bogor to maintain competitiveness within the fast changing digital landscape. The presence of interactive communication channels also allows audiences to participate in the formation of public discourse, which reinforces the social function of journalism as a space for dialogue and civic engagement. These practices illustrate how digital participation strengthens the relevance of news content and creates a dynamic relationship between media producers and audiences.

Overall, this study concludes that the relevance and sustainability of local online media depend on the ability of journalists to uphold journalistic integrity while adopting creative and adaptable digital promotional strategies. Radar Bogor provides an example of how local media can remain influential amid ongoing technological transformation. The integration of editorial quality, digital innovation, and community oriented communication practices allows Radar Bogor to thrive in a competitive information environment. The experience of Radar Bogor illustrates the importance of continuous professional development, strategic adaptation, and a strong commitment to public service in maintaining the long term vitality of local journalism in the digital age.

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