

## DAFTAR PUSTAKA

- Adhikresna, M. (2022, March 15). *Nielsen Ungkap Belanja Iklan Tahun 2021 Tembus Rp 259 Triliun*. <https://www.marketeers.com/nielsen-ungkap-belanja-iklan-tahun-2021-tembus-rp-259-triliun/>
- Akalili, A. (2020). The relevance of broadcasting regulation in the era of media convergence. *Journal of Social Studies (JSS)*, 16(2), 183–196. <https://doi.org/10.21831/jss.v16i2.30619>
- Al Hafiz, M. P. (2022). *Nielsen Ungkap 20 Industri dengan Belanja Iklan Tertinggi di Indonesia*. <https://www.marketeers.com/nielsen-ungkap-20-industri-dengan-belanja-iklan-tertinggi-di-indonesia/>
- Amal, H. (2022). Media Convergence in Serambi Indonesia. *Communicatus: Jurnal Ilmu Komunikasi*, 6(1), 1–16. <https://doi.org/10.15575/cjik.v6i1.18503>
- Annur, C. M. (2022). *Ada 204,7 Juta Pengguna Internet di Indonesia Awal 2022 | Databoks*. <https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022>
- Baran, S. J. (2012). *Pengantar Komunikasi Massa* (5th ed., Vol. 1). Erlangga.
- Bärtl, M. (2018). YouTube channels, uploads and views: A statistical analysis of the past 10 years. *Convergence*, 24(1), 16–32. <https://doi.org/10.1177/1354856517736979>
- Barus, H. (2022, November). *Melalui Ekosistem Televisi Digital Co-Creation (TVCC),...* <https://www.industry.co.id/read/114840/melalui-ekosistem-televisi-digital-co-creation-tvcc-berkolaborasi-membangun-negeri>
- Biagi, S. (2013). *Shirley Biagi - Media\_Impact\_ An Introduction To Mass Media-Cengage Learning (2015)-3* (Eleventh Edition).
- Bungin, B. (2007). *Penelitian Kualitatif : Komunikasi, Ekonomi, Kebijakan Publik dan Ilmu Sosial Lainnya*. Putra Grafika.
- Burnett, R., & Marshall, P. D. (2003). *Web Theory : An Introduction*. Routledge.
- Creswell, J. W. (2012). *Educational Research Planning, Conducting, and Evaluating Quantitative and Qualitative Research*.
- Creswell, J. W. (2016). *Research Design : Pendekatan Kualitatif, Kuantitatif, dan Campuran* (1st ed.). Pustaka Pejalar.
- Dailey, L., Demo, L., & Spillman, M. (2005). The Convergence Continuum: A Model for Studying Collaboration Between Media Newsrooms. *Atlantic Journal of Communication*, 13(3), 150–168. [https://doi.org/10.1207/s15456889ajc1303\\_2](https://doi.org/10.1207/s15456889ajc1303_2)
- David, F. R. (2002). *Manajemen Strategis : Konsep, Kasus dan Implementasi*. Prenhallindo.
- Dewi, D. K. (2022). *Tampilan Sinergi dan Kolaborasi sebagai Strategi Media Cetak Bertahan dalam Era Disrupsi*. <https://ejournal.upnvj.ac.id/JEP/article/view/4225/pdf>

- Dihni, V. A. (2022, May 9). *Warga RI Main Medsos 3 Jam per Hari, Ini Peringkat Globalnya | Databoks*.  
<https://databoks.katadata.co.id/datapublish/2022/05/09/warga-ri-main-medsos-3-jam-per-hari-ini-peringkat-globalnya>
- Fathurokhmah, F. (2021). Lanskap Dinamika Kekuasaan Industri Media di Indonesia: Perspektif Politik dan Ekonomi. *Jurnal Ilmu Komunikasi* |, 10(1), 67–84.
- Fauzan, R. (2021, April 22). *Belanja Iklan 2020 Moncer, Nielsen: Ini Proyeksi untuk 2021 - Ekonomi Bisnis.com*.  
<https://ekonomi.bisnis.com/read/20210422/12/1384960/belanja-iklan-2020-moncer-nielsen-ini-proyeksi-untuk-2021>
- Fidler, R. (1997). *MEDIAMORPHOSIS - Understanding New Media*. Pine Forge Press.
- Fidler, R. (2003). *Mediamorfosis: Teknologi yang Menstruktur Masa Depan Manusia*.
- Flew, T. (2008). *New Media : An Introduction* (3rd Edition). Oxford.
- Friedrichsen, M., & Kamalipour, Y. (2017). *Media Business and Innovation - Digital Transformation in Journalism and News Media Media Management, Media Convergence and Globalization*. Springer.  
<http://www.springer.com/series/11520>
- Garnham, N. (1979). *Contribution to a political economy of mass-communication*.
- Glueck, W. F., & Jauch, L. R. (1991). *Manajemen Strategis dan Kebijakan Perusahaan* (XI). Erlangga.
- Grant, A., & Wilkinson, J. S. (2009). *Understanding Media Convergence: The State of The Field*. Oxford University Press.
- Griffin, E. M., Ledbetter, A., & Sparks, G. (2006). *A FIRST LOOK AT COMMUNICATION THEORY TENTH EDITION*.
- Hallin, D. C. (1994). *We Keep America on Top of The World: Television Journalism and Public Sphere*. Routledge.
- Halvorson, K. (2012). *Content Strategy For The Web* (2nd ed.). Pearson.
- Hasan dan Deddy Satria, K. M. (2009). *Kapitalisme, Organisasi Media dan Jurnalis: Perspektif Ekonomi Politik Media* (Vol. 2, Issue 3).
- Hidayat, D. N. (2003). *Paradigma dan Metodologi Penelitian Sosial Empirik Klasik*. Departemen Ilmu Komunikasi FISIP Universitas Indonesia.
- Hollweck, T. (2016). Robert K. Yin. (2014). *Case Study Research Design and Methods* (5th ed.). Thousand Oaks, CA: Sage. 282 pages. *The Canadian Journal of Program Evaluation*. <https://doi.org/10.3138/cjpe.30.1.108>
- Jenkins, H. (2001). *Convergence? I Diverge*. 93.
- Jenkins, H. (2006). *Convergence culture : where old and new media collide*. New York University Press.
- Jones, C. (2011). *The Net Generation and Digital Natives: Implications for Higher Education Net Generation (1st Year Students) and Technology View project*.  
<https://www.researchgate.net/publication/277243597>

- Kalaloi, A. F. (2019). *Melihat Fragmentasi dan Keaktifan Audiens dalam Menentukan Platform dan Informasi di Media Online*.  
<https://doi.org/10.17605/OSF.IO/Z9BHC>
- Kissane, Erin. (2011). *The elements of content strategy*. A Book Apart.
- Mahdi, I. (2022, February 25). *Pengguna Media Sosial di Indonesia Capai 191 Juta pada 2022*. <https://dataindonesia.id/digital/detail/pengguna-media-sosial-di-indonesia-capai-191-juta-pada-2022>
- McLuhan, M. (1962). *The Gutenberg Galaxy: The Making of Typographic Man*. University of Toronto Press.
- McLuhan, M. (1964). *Understanding Media The Extensions of Man*.
- McLuhan, M. (1994). *Understanding Media*. Routledge.
- McMullan, J. (2020). A new understanding of 'New Media': Online platforms as digital mediums. *Convergence*, 26(2), 287–301.  
<https://doi.org/10.1177/1354856517738159>
- McQuail, D. (2010). *McQuail's Mass Communication Theory: Vol. 6th Edition*.
- Moleong, L. J. (2007a). *Metodologi Penelitian Kualitatif (Edisi Revisi)*. PT Remaja Rosdakarya.
- Moleong, L. J. (2007b). *Metodologi Penelitian Kualitatif (Edisi Revisi)*. PT Remaja Rosdakarya.
- Morissan. (2013). *Teori Komunikasi Individu Hingga Massa*. Kencana Prenada Media Group.
- Mosco, V. (2009). *The Political Economy of Communication (2nd ed.)*. SAGE Publication.
- Muktaf, Z. M. (2016). *Teknik Penelitian Studi Kasus*.
- Muslih, M. (2016). *Filsafat Ilmu - Kajian atas Asumsi Dasar, Paradigma dan Kerangka Teori Ilmu Pengetahuan (1st ed.)*. LESFI.
- Nasrudin, A. (2019). *Fragmentasi Pemirsa - Cerdasco*.  
<https://cerdasco.com/fragmentasi-pemirsa/>
- Nasrullah, R. (2016). *Media Sosial Perspektif Komunikasi, Budaya, dan Sosioteknologi (2nd ed.)*. Simbiosis Rekatama Media.
- Nastiti, A. D. (2012). *Membangun Pasar Media Lokal melalui Konvergensi Media (Studi Penerapan Konvergensi Media pada Jaringan Koran Tribun)*.
- Neuman, W. L. (2014). *Social Research Methods - Qualitative and Quantitative Approaches (8th ed.)*. Pearson Education, Limited.
- Nielsen. (2020, March 19). *konsumen digital menunjukkan pertumbuhan tren positif – Nielsen*. <https://www.nielsen.com/id/id/press-releases/2020/konsumen-digital-menunjukkan-pertumbuhan-tren-positif/>
- Nielsen. (2022a). *Nielsen - Viewership News & Entertainment TV*.
- Nielsen. (2022b). *Nielsen meluncurkan rating konten streaming yang memungkinkan pengukuran lintas media di Indonesia | Nielsen*.  
<https://www.nielsen.com/id/news-center/2022/nielsen-launches-streaming-content-ratings-enabling-cross-media-measurement-in-indonesia/>

- Nielsen. (2023a). *Laporan Pemasaran Tahunan Nielsen 2023 | Nielsen*.  
<https://www.nielsen.com/id/insights/2023/need-for-consistent-measurement-2023-nielsen-annual-marketing-report/>
- Nielsen. (2023b, April). *Memahami audiens sangat penting dalam strategi lintas media yang efektif | Nielsen*. Nielsen.  
<https://www.nielsen.com/id/insights/2023/understanding-audiences-in-effective-cross-media-strategies/>
- Noor. (2010). *Ekonomi Media*. PT Rajagrafindo Persada.
- Patton, M. Q. (2002). *Qualitative Research and Evaluation Methods* (3rd Edition). Sage Publications.
- Pavlik, J. v. (2001). *Journalism and New Media*. Columbia University Press.
- Pratama, E. (2017). *New Media: Integrasi Ragam Media dalam Satu Genggaman Halaman 1 - Kompasiana.com*.  
[https://www.kompasiana.com/shintasetyaningrum/58a4a8d9d37a61e81652a415/new-media-integrasi-ragam-media-dalam-satu-genggaman?page=1&page\\_images=1](https://www.kompasiana.com/shintasetyaningrum/58a4a8d9d37a61e81652a415/new-media-integrasi-ragam-media-dalam-satu-genggaman?page=1&page_images=1)
- Quinn, S. (2005). Convergence's fundamental question. *Journalism Studies*, 6(1), 29–38. <https://doi.org/10.1080/1461670052000328186>
- Razali, G. (2019). *Integrasi Media MNC Dalam Meningkatkan Efisiensi dan Kompetisi Pasar Bisnis Industri Penyiaran*. 6.
- Romli, A. S. (2012). *Jurnalistik Online : PAnduan Praktis Mengelola Media Online* (I. Kurniawan, Ed.). Nuansa Cendekia.
- Rooij, L. de. (2015). *Television*.
- Runtikno, A. G. (2012). *Digitalisasi dan Konvergensi Media*.
- Sam'Un, J. R. (2009). *Kolaborasi Sebagai Strategi Bisnis Masa Depan*.  
<http://www.aifs.gov.au/sf/pubs/>
- Straubhaar, LaRose, & Davenport. (2010). *Media Now: Understanding Media, Culture, and Technology*. www.cengage.com.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (Cetakan ke-23). PT Alfabeta.
- Sumartias, S., & Hafizni, Moh. (2017). Convergence Trends in the Television Media Industry - A Case Study on the Implementation of Media Convergence in Metro TV Jakarta. *KnE Social Sciences*, 2(4), 83.  
<https://doi.org/10.18502/kss.v2i4.871>
- Susanto, E. H. (2017). *Media Sosial Sebagai Pendukung Jaringan Komunikasi Politik*.
- Tewksbury, D. (2011). Audience Fragmentation. *Communication*.  
<https://doi.org/10.1093/OBO/9780199756841-0009>
- Van Es, K. (2016). Social TV and the Participation Dilemma in NBC's the Voice. *Television and New Media*, 17(2), 108–123.  
<https://doi.org/10.1177/1527476415616191>

- Webster, J. G., & Ksiazek, T. B. (2012). The Dynamics of Audience Fragmentation: Public Attention in an Age of Digital Media. *Journal of Communication*, 62(1), 39–56. <https://doi.org/10.1111/j.1460-2466.2011.01616.x>
- Xie, C., & Connel. (2015, June). *What is Electronic media? – Skillmaker*. <https://www.skillmaker.edu.au/what-is-electronic-media/>
- Yin, R. K. (2002). *Case Study Research - Design and Methods* (3rd ed., Vol. 5). SAGE Publication.
- Yin, R. K. (2009). *Case Study Research - Design and Methods* (Fourth Edition). SAGE Ltd.
- Yoedtadi, M. G., & Hapsari, Z. R. (2020). Pemanfaatan Media Sosial di Televisi Group MNC. *Jurnal Lontar*, 8.
- Yoedtadi, M. G., Ronda, A. M., & Wahid, U. (2021). Television and Social Media Convergence (Convergence Continuum and Journalistic Convergence Analysis at Indosiar). *Asian Research Journal of Arts & Social Sciences*, 56–72. <https://doi.org/10.9734/arjass/2021/v14i330241>
- Yuni Fadilla, Q., & Gita Sukmono, F. (2021). Transformation of print media in the digital era: media convergence of Kedaulatan Rakyat. *International Journal of Communication and Society*, 3(1), 27–38. <https://doi.org/10.31763/ijcs.v3i1.165>
- Yusuf. (2022, October 12). *Kementerian Komunikasi dan Informatika*. [https://www.kominfo.go.id/content/detail/44951/dorong-konvergensi-media-menkominfo-dukung-kehadiran-publisher-rights/0/berita\\_satker](https://www.kominfo.go.id/content/detail/44951/dorong-konvergensi-media-menkominfo-dukung-kehadiran-publisher-rights/0/berita_satker)