

ABSTRAK

Transformasi digital mendorong media lokal untuk beradaptasi cepat agar dapat bertahan dalam ekosistem media siber yang semakin kompetitif. Penelitian ini bertujuan untuk menganalisis strategi Serayunews dalam menghadapi penurunan audiens dan persaingan media digital di wilayah eks-Karesidenan Banyumas. Kerangka teori yang digunakan adalah Teori Sistem Umum Ludwig von Bertalanffy melalui model enam sistem: Sistem, Sistem Kompleks, Ekologi, Homeostasis, Adaptif, dan Timbal Balik. Metode penelitian yang digunakan adalah pendekatan kualitatif deskriptif, dengan teknik pengumpulan data berupa wawancara mendalam, observasi langsung di lapangan, serta dokumentasi pendukung. Hasil penelitian menunjukkan bahwa Serayunews menghadapi tantangan eksternal berupa persaingan ketat antar media siber lokal, pergeseran algoritma Google, serta perubahan pola konsumsi informasi oleh audiens. Sebagai respons, Serayunews melakukan perampingan organisasi, pelokalan konten, penguatan identitas media lokal, dan peningkatan strategi SEO. Sistem organisasi yang fleksibel dan kemampuan adaptasi cepat memungkinkan Serayunews untuk mempertahankan relevansi serta meningkatkan kembali keterlibatan audiens. Penelitian ini memberikan kontribusi teoritis dalam pemahaman tentang penerapan teori sistem dalam konteks media lokal, serta kontribusi praktis dalam penyusunan strategi media berbasis pendekatan sistemik yang relevan dengan dinamika industri digital masa kini.

Kata kunci: Serayunews, Teori Sistem Umum, Strategi Media Siber, Persaingan Digital, Media Lokal, Adaptasi Organisasi.

ABSTRACT

Digital transformation encourages local media to adapt quickly in order to survive in an increasingly competitive cyber media ecosystem. This study aims to analyze Serayunews' strategy in facing audience decline and digital media competition in the ex-Karesidenan Banyumas region. The theoretical framework used is Ludwig von Bertalanffy's General Systems Theory through a six-system model: System, Complex System, Ecology, Homeostatic, Adaptive, and Reciprocal. The research method used is a descriptive qualitative approach, with data collection techniques in the form of in-depth interviews, direct observation in the field, and supporting documentation. The results showed that Serayunews faced external challenges in the form of intense competition among local cyber media, shifts in Google algorithms, and changes in information consumption patterns by audiences. In response, Serayunews streamlined its organization, localized its content, strengthened its local media identity, and improved its SEO strategy. The flexible organizational system and quick adaptability enabled Serayunews to maintain relevance and increase audience engagement again. This research provides theoretical contributions in understanding the application of systems theory in the context of local media, as well as practical contributions in developing media strategies based on a systemic approach that is relevant to the dynamics of today's digital industry.

Keywords: Serayunews, General Systems Theory, Cyber Media Strategy, Digital Competition, Local Media, Organizational Adaptation.