PARADIGM SHIFT IN INFORMATION PRODUCTION AND DISTRIBUTION IN THE DIGITAL ERA

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Abstract

The rapid development of information and communication technology in the last decade has fundamentally transformed the paradigm of information production and distribution. The traditional "one-to-many" communication model that characterized conventional media has shifted toward a "many-to-many" configuration, enabling broader public participation in content creation and dissemination. This phenomenon signifies the emergence of an open, interactive, and decentralized digital communication ecosystem. The transformation is driven by media convergence, the rise of social media platforms, and the emergence of new actors such as content creators, citizen journalists, and influencersthat blur the boundaries between information producers and consumers. This study aims to analyze how the paradigm of information production and distribution has shifted in the digital era by examining the roles of actors, production processes, and algorithmic distribution mechanisms. A qualitative research approach is employed to explore the dynamics of digital media in Indonesia by integrating theories of media convergence, media ecology, and digital communication ethics. The findings indicate that algorithms have become new gatekeepers in digital platforms, determining visibility and reach while creating a paradox between popularity and information quality. Moreover, the study reveals a significant change in audience behavior, with a growing preference for audiovisual formats that compel news organizations to adopt multiplatform production strategies. However, this shift also triggers a crisis of authority and ethics in information distribution due to the proliferation of unverified content. Therefore, effective media convergence management and digital literacy are essential to maintain credibility and uphold social responsibility in the digital ecosystem. Ultimately, the research concludes that the paradigm shift in digital communication is not merely technological but epistemological, requiring a redefinition of journalistic professionalism, ethical values, and public information governance.
Keywords: *Information Production, Digital Distribution, Media Convergence, Algorithms, Communication Ethics*

Abstrak

Perkembangan teknologi informasi dan komunikasi pada dekade terakhir telah melahirkan transformasi mendasar dalam pola produksi dan distribusi informasi. Konsep komunikasi "one-to-many" yang mendominasi media konvensional kini bergeser menjadi konfigurasi "many-to-many" yang memungkinkan partisipasi publik secara luas dalam proses penyebaran informasi. Fenomena ini menandai lahirnya ekosistem komunikasi digital yang bersifat terbuka, interaktif, dan terdesentralisasi. Perubahan tersebut didorong oleh konvergensi media, pertumbuhan media sosial, serta kemunculan aktor-aktor baru seperti content creator,

citizen journalist, dan influencer yang turut mengaburkan batas antara produsen dan konsumen informasi. Penelitian ini bertujuan untuk menganalisis bagaimana paradigma produksi dan distribusi informasi bergeser di era digital dengan meninjau peran aktor, proses produksi, dan mekanisme distribusi berbasis algoritma. Pendekatan kualitatif digunakan untuk menelaah dinamika media digital di Indonesia, dengan memadukan kajian teori konvergensi media, ekologi media, serta etika komunikasi digital. Hasil analisis menunjukkan bahwa algoritma platform kini berperan sebagai penjaga gerbang baru (*algorithmic gatekeeper*), yang menentukan visibilitas dan jangkauan informasi, sehingga menciptakan paradoks antara popularitas dan kualitas berita. Selain itu, penelitian menemukan bahwa perubahan perilaku audiens yang lebih menyukai format audiovisual mendorong media untuk beradaptasi melalui model multiplatform. Namun, di sisi lain, terjadi krisis otoritas dan etika distribusi informasi akibat menjamurnya konten tidak terverifikasi. Oleh karena itu, manajemen konvergensi media dan literasi digital menjadi faktor strategis dalam menjaga kredibilitas serta tanggung jawab sosial media di era digital. Penelitian ini menegaskan bahwa pergeseran paradigma komunikasi bukan sekadar fenomena teknologis, tetapi juga transformasi epistemologis yang menuntut redefinisi profesionalisme jurnalistik, nilai etika, dan tata kelola informasi publik.

Kata Kunci: Produksi Informasi, Distribusi Digital, Konvergensi Media, Algoritma, Etika Komunikasi

I. INTRODUCTION

With the rapid development of information and communication technology, particularly through the emergence of digital platforms and social media, the process of information production and distribution has undergone a fundamental transformation. The "one-to-many" communication model that previously dominated traditional media has been replaced by a "many-to-many" configuration, opening up opportunities for broad public participation. The public is no longer merely a consumer of information, but also a producer and distributor of content through digital networks such as YouTube, TikTok, Instagram, and various citizen news platforms. This phenomenon marks the birth of a form of participatory communication, where the boundaries between professional journalists and the public are increasingly blurred (Iskandar et al., 2023).

This change is also reflected in increasingly dynamic audience behavior. During the COVID-19 pandemic, public preferences for accessing information shifted significantly, with news readers increasingly choosing audiovisual formats from online media over print newspapers (Yuniar et al., 2022). This shift demonstrates that audiences' need for speed, convenience, and a visual experience is increasingly dominating the information ecosystem. Mass media that fail to adapt to this trend risk losing relevance amidst the deluge of digital content circulating every second.

This transformation is not only related to technological change but also raises new conceptual challenges, such as redefining journalistic professionalism, the authority of news narratives, and the ethics of information distribution in the digital space (Yusnaini et al., 2025). Conventional media now have to compete with non-journalistic actors who possess technological capabilities and broad reach. The concept of media convergence has become highly relevant in understanding this phenomenon. Convergence describes the meeting, adaptation, and even collision between traditional media institutions and digital platforms (Iskandar et al., 2023). Through convergence, conventional media strive to integrate newsrooms, reporting processes, and cross-platform distribution. In practice, a journalist now not only writes news but also must be able to produce videos, manage social media, and understand digital analytics to determine effective publication strategies.

The paradigm shift in information production and distribution in the digital era involves three main aspects: actors, processes, and consequences. Actors include professional journalists, content creators, and active audiences. The process encompasses content production and distribution, which are now governed by algorithms and social networking mechanisms. Consequently, new debates have emerged regarding the ethics, credibility, and authority of information in the digital public sphere (Redfame Journal, 2024). Journalistic professionalism has also been redefined. In the digital era, journalists are measured not only by their ability to write news, but also by their ability to adapt to multimedia technology, understand audience behavior, and manage the distribution of information across various channels (Journal of Digital Communication, 2023). Media that can combine classic journalistic skills with digital capabilities will be more competitive. However, this situation also creates new pressures on ethical standards and news integrity.

The role of algorithms in determining news visibility presents a unique challenge for the media. Social media algorithms select content based on interaction and popularity, not solely on news value. A study by Frontiers in Communication (2025) shows that sensational content tends to have a greater chance of appearing on users' timelines than in-depth news with high information value. As a result, quality journalism often loses out to content that seeks artificial engagement.

This situation has created a crisis of information authority. Anyone can now create and distribute news, blurring the line between factual information and personal opinion. People often trust narratives from influencers or peers rather than mainstream media. This shift shifts

the paradigm of media authority from institutions to digital communities, where credibility is determined by speed and virality, rather than the validity of sources. The ethics of information distribution have become a central issue in the digital age. The speed of news dissemination often compromises the principle of verification. Studies show that the pressure to be "first" has caused many online media outlets to weaken their fact-checking practices. Furthermore, the spread of disinformation and hoaxes is increasingly difficult to control because algorithms tend to amplify content that triggers emotions.

The prevailing communication model is now shifting from linear to real-time interactive. Audiences are no longer merely recipients but also active participants in shaping news narratives. Interactivity through commentary, live broadcasts, and participatory content has transformed the structure of public communication (Redfame, 2023). Consequently, the media is required to be more responsive and open to public feedback, without losing its professional authority. Media adaptation to the digital era shows interesting variations. Major media outlets such as Kompas, Tempo, and Media Indonesia have developed multi-platform strategies by integrating print, online, and social media channels. However, many local media outlets lack the adequate infrastructure to adapt quickly (Iskandar et al., 2023). This creates a digital divide in the national journalistic ecosystem.

Studies on broadcasters such as Elshinta FM show that implementing multimedia and multi-channel strategies can strengthen the position of conventional media amidst change (ResearchGate, 2023). The integration of radio broadcasts with online streaming, social media posts, and YouTube channels has successfully expanded audience reach and maintained relevance among the younger generation. However, challenges arise in terms of the need for technologically savvy human resources and adapting to often conventional organizational cultures. From an audience perspective, a survey of Indonesia's digital media ecology shows that people are increasingly relying on online media for information (Setiawan & Pratama, 2024). With increasing mobile device ownership and internet penetration, news consumption now occurs more frequently in personal spaces like smartphones than on television or newspapers. This shift emphasizes that the digital space has become the primary arena for public discourse exchange.

However, this development also presents significant economic challenges for the media industry. Reliance on algorithms and digital advertising systems has led to media revenue becoming increasingly dependent on engagement and traffic (Frontiers in Communication,

2025). The click-based business model presents a dilemma between maintaining journalistic quality and following the logic of the digital market. When sensational content is more economically profitable, the risk of news quality declining increases. In facing this era, managing journalistic convergence is key to media companies remaining relevant and competitive. Media institutions need to integrate editorial, technology, and business strategies within a single ecosystem that adapts to change. The future success of media will depend on their ability to manage digital transformation ethically, innovatively, and with a public focus.

Thus, the paradigm shift in information production and distribution in the digital era is not merely a technological phenomenon, but also a social, economic, and ethical one. Media are not only required to adapt to technological developments but also to reformulate basic journalistic values such as credibility, verification, and public responsibility. In this context, the success of digital journalism depends on the ability to balance technological innovation with the integrity of journalistic professionalism rooted in the principles of honesty and accuracy of information.

II. THEORETICAL STUDIES

Media Convergence Theory

Media convergence theory was developed to explain the integration process between media platforms, including the production, distribution, and consumption of information. Jenkins (2006) introduced the term "convergence culture" to describe the intersection of old and new media, creating new forms of interaction between producers and consumers of information. In the Indonesian context, Iskandar et al. (2023) asserted that media convergence requires media companies to restructure their editorial departments to be able to produce cross-platform content, including text, video, and audio, and even social media interactions. This convergence is not only technological but also cultural and professional. Furthermore, this theory highlights how journalists and content creators adapt to changes in the digital environment. News production is no longer linear, but rather simultaneous and collaborative. Furthermore, information distribution no longer relies solely on official media channels but is also driven by user participation and platform algorithms that determine content visibility. Therefore, media convergence serves as an important analytical framework for understanding the transformation of the news industry in the digital era.

Media Ecology Theory

The media ecology theory, originally proposed by McLuhan and Postman, has now been recontextualized within the digital ecosystem. This theory views media as an environment that shapes human perception, thought patterns, and social behavior. Digital media creates a new ecology in which the relationship between technology, users, and content occurs simultaneously and mutually influences each other (Setiawan & Pratama, 2024). The digital media ecology in Indonesia shows that society has developed new habits in consuming information: faster, more visual, and interactive. This change impacts business models, ethics, and the authority of journalism. Media that fail to adapt to the "digital environment" will lose their ability to influence the public and lose social relevance.

Agenda-Setting and Gatekeeping Theory in the Digital Era

In the era of conventional media, agenda-setting and gatekeeping theory explained how the media determined what issues were important and newsworthy. However, in the digital era, this role has shifted as algorithms and user participation influence news exposure. A study by Redfame Journal (2024) suggests that social media algorithms have taken over some of the functions of traditional gatekeepers. Today, news appearing on users' timelines is determined more by social interactions—likes, shares, and comments—than by pure journalistic value. This has given rise to the phenomenon of "algorithmic gatekeeping" (Napoli, 2020), which has implications for a crisis of media authority and credibility. Therefore, agenda-setting theory needs to be revised to consider algorithmic dynamics and public engagement as determining factors in information distribution.

Participation Theory and Citizen Journalism

Digital participation theory explains how the public plays an active role in content production through social media and online platforms. This participation has given rise to the phenomenon of citizen journalism, where non-professional individuals produce and disseminate public information (ResearchGate, 2024). This phenomenon, called digital democracy, expands the space for public deliberation while also presenting new challenges related to accuracy and ethical responsibility. Yusnaini et al. (2025) found that in areas like Pangandaran, social media serves as a participatory space for citizens to access and share political and educational information. This digital participation demonstrates a shift in society's role from audience to information producer, enriching yet challenging the current top-down public communication system.

Digital Media Ethics Theory

In the era of limitless information, media ethics is a crucial aspect determining media credibility and public trust. Digital media ethics focuses on how the principles of accuracy, transparency, and responsibility are maintained amidst the pressures of publication speed and platform competition. According to Frontiers in Communication (2025), ethical dilemmas in digital journalism arise when media must balance publication speed with accuracy and factual verification. Furthermore, algorithms often amplify emotional or sensational content, which can lead to the spread of disinformation. Therefore, digital journalism practices must be accompanied by the application of new ethics appropriate to the characteristics of cyberspace, including algorithmic transparency, crowdsourced verification, and platform responsibility for the social impacts of information distribution.

III. RESEARCH METHODS

This research uses a descriptive qualitative approach. This approach was chosen because it is suitable for understanding social phenomena in depth through interpreting the meanings, values, and contexts surrounding the production and distribution of information in the digital era (Creswell & Poth, 2020). Qualitative research does not focus on numbers, but rather on exploring the meanings and social dynamics that emerge from the communicative behavior of digital media actors, journalists, and content creators. This type of research is descriptive-analytical, with the aim of systematically describing the process of media paradigm shifts, including how technological and algorithmic changes affect journalism practices, editorial structures, and public information consumption behavior. This approach allows researchers to examine social realities contextually and in-depth (Denzin & Lincoln, 2021). The research was conducted on several online media and digital platforms in Indonesia that represent the process of media convergence and cross-platform content production, such as Kompas.com, Detik.com, Kumparan, and Narasi.tv. Furthermore, the study also examined information distribution practices through major social media platforms such as Instagram, TikTok, YouTube, and Twitter, which are now dominant channels for disseminating news and creative content (APJII, 2024). The research subjects consisted of digital journalists, online media editors, and content creators who are active in producing and disseminating public information. Subject selection was carried out using purposive sampling, based on the informants' involvement and relevance to the phenomenon under study (Sugiyono, 2022). This analysis enabled the researcher to discover conceptual patterns

emerging from the interactions between journalists, digital technology, and audiences. The findings were then interpreted using the theoretical frameworks of media convergence, media ecology, and digital participation theory to explain changes in information production and distribution systems in the digital era (Napoli, 2020; Setiawan & Pratama, 2024).

IV. RESEARCH RESULTS

Dynamics of Information Production in the Digital Era

The transformation of communication technology has shifted the paradigm of information production from a closed and hierarchical system to an open, collaborative, and network-based one. Traditional media, which once relied on newsrooms and formal editorial processes, are now adapting to a more dynamic, fast-paced, and audience-centric digital ecosystem (Iskandar et al., 2023). The content production process is no longer solely the domain of professional journalists but also involves content creators, influencers, and citizen journalists who actively shape public discourse through platforms like YouTube, TikTok, and Instagram (Yusnaini et al., 2025). This shift demonstrates a shift in the media's function from information gatekeeper to participatory mediator, where audiences play an active role in determining which issues and narratives receive exposure. Furthermore, news production is now oriented toward multimedia and interactivity. Online media outlets like Kompas.com and Kumparan employ a "newsroom convergence" model, where a single editorial team produces various content formats (text, video, audio, infographics) that are distributed simultaneously across multiple platforms (Setiawan & Pratama, 2024). This demonstrates that journalistic professionalism now demands more complex digital, algorithmic, and visual literacy (Redfame Journal of Social Media and Communication, 2024).

In the traditional media paradigm, editors had full control over news distribution through gatekeeping mechanisms. However, in the digital era, information distribution is increasingly governed by platform algorithms like Facebook, Twitter, and YouTube, which determine which content appears on users' timelines (Napoli, 2020). This phenomenon is known as algorithmic gatekeeping, where distribution decisions no longer originate from human editors, but from computational systems based on user engagement and behavioral predictions (Frontiers in Communication, 2025).

This shifts the role of media from controlling the flow of information to managing digital visibility. Journalists and content creators are now adapting SEO strategies, algorithm optimization, and engagement metrics to ensure their content remains visible amidst the

deluge of digital information (Journal of Digital Communication, 2023). As a result, there has been a shift in focus from "important news" to "interesting news," where the value of information is often measured by the number of clicks and interactions, rather than journalistic merit.

The Role of Audiences and Public Participation in the Media Ecosystem

One of the most prominent aspects of the digital media paradigm shift is the active involvement of audiences in the production and distribution of information. Audiences no longer act as passive consumers, but rather as content producers and curators (prosumers). Through various interactive platforms such as comment columns, live chat features, and digital collaboration on social media, citizens contribute to shaping the direction of public discourse (Yuniar et al., 2022). This transformation demonstrates that communication power is no longer monopolized by large media institutions, but rather spread horizontally among digital users.

Public participation through the phenomenon of citizen journalism is a concrete example of this shift. Citizens can directly report events around them by uploading videos, photos, or short narratives on various digital platforms. Information produced by citizens often spreads faster than mainstream media reports (Setiawan & Pratama, 2024). This phenomenon broadens news coverage and allows for more diverse perspectives, particularly on local social and political events previously underserved by mainstream media.

However, this massive public participation also poses new challenges in the digital media ecosystem. The validity of information, ethical content distribution, and the phenomena of misinformation and disinformation are crucial issues that need to be addressed. The role of media institutions and communication education institutions is crucial in improving the public's digital literacy, enabling them to verify sources, understand context, and be responsible for the content they disseminate. Therefore, public participation in digital media should not only be seen as freedom of expression, but also as a form of social responsibility in maintaining a healthy and integrated information ecosystem.

Crisis of Authority and Information Credibility

The shift in authority from conventional media institutions to digital platforms has created a significant crisis of information credibility. In the new media landscape, the public faces difficulty distinguishing between news that has undergone journalistic verification and content that is speculative, biased, or even hoaxes (Frontiers in Communication, 2025). This

transformation not only changes information consumption patterns but also impacts public perceptions of the truth and authority of news sources. As a result, the line between factual information and subjective opinion is increasingly blurred in the fast-paced digital space.

One of the main causes of this credibility crisis is the dominance of algorithms in determining content visibility. Digital platforms such as social media and online news portals tend to emphasize content that generates high engagement, such as likes, shares, and comments. This mechanism indirectly reinforces confirmation bias and accelerates the spread of misinformation and disinformation (Napoli, 2020). The digital public sphere has become an arena for narrative battles, where popularity often trumps validity, and perception replaces verification.

This situation demands that journalists and media practitioners recontextualize classic journalistic ethical values such as accuracy, verifiability, and public responsibility within a dynamic and decentralized digital communications ecosystem (Redfame Journal, 2024). Ethical challenges are further complicated by the rise of clickbait journalism, which prioritizes sensationalism and emotional appeals to increase traffic. Therefore, efforts to strengthen media literacy, algorithmic transparency, and digital ethics regulations are strategic steps in restoring public trust in information in the new media era.

Media Convergence and the Adaptation of Journalistic Institutions

The concept of media convergence, proposed by Jenkins (2021), describes the process of integration across platforms, formats, and functions within the digital communications ecosystem. Convergence occurs not only in the technological aspect but also in the dimensions of information production, distribution, and consumption. In this context, the boundaries between print, broadcast, and online media are increasingly blurred, creating a collaborative and interconnected communication model. This phenomenon marks the transition from a fragmented media system to a unified digital ecosystem, where each media entity must adapt to changing audience behavior and the dynamics of information technology.

In Indonesia, the practice of media convergence is evident through the integrated editorial policies implemented by various journalistic institutions. Major media outlets such as Kompas, Tempo, and Detikcom have developed digital-based editorial systems that enable simultaneous collaboration between platforms. Supported by big data analytics, the editorial process now involves analyzing user behavior to determine publication times, audience

segmentation, and personalization of news content (Iskandar et al., 2023). This approach demonstrates that convergence is not only technological but also strategic in building editorial efficiency and information relevance amidst changing media consumption patterns.

Furthermore, convergence management is a key factor in the sustainability of journalistic institutions in an era of global platform dominance. Local and national media now must compete with platform algorithms such as TikTok News, YouTube Shorts, and X (Twitter), which can distribute information massively and instantly. Adapting to these dynamics requires media outlets to develop innovations in presentation formats, diversify distribution channels, and strengthen content credibility as key differentiators from user-generated content-based social media. Therefore, the success of journalistic institutions in the digital era depends heavily on their ability to manage convergence as an integrative strategy between technology, professionalism, and public trust.

Media Ecology and the Transformation of Consumption Patterns

Through a media ecology perspective, developments in communication technology are understood not merely as technical innovations, but as forces reshaping the human social and cultural environment. McLuhan, reinterpreted by Postman (2023), asserted that every new medium has ecological consequences for how humans think, interact, and understand reality. In the digital context, a new communication ecosystem has emerged, characterized by high connectivity, rapid information distribution, and audience participation across various interactive platforms. Thus, digital media is not only changing the way information is delivered but also reconstructing the structure of public awareness of that information itself.

In the digital era, news consumption is no longer linear and in-depth as in the print media era, but rather fragmented, rapid, and multi-platform. A study by the Indonesian Internet Service Providers Association (APJII, 2024) showed that 87% of Indonesians now access news through social media and video platforms. This phenomenon demonstrates a shift from a culture of "reading the news" to "watching information," rooted in the dominance of audiovisual formats in the digital space. This pattern indirectly shapes new preferences among the younger generation, who tend to seek visual, light, and immediate information.

The impact of this transformation forces conventional media to adapt to the dynamics of increasingly rapid and visual information consumption. Media institutions must optimize content production strategies that suit the characteristics of digital media, such as short videos, infographics, and interactive news formats. On the other hand, this change also poses

challenges to journalistic depth and quality, as a focus on speed and accessibility often sacrifices verification processes and analytical context. Therefore, the success of media in the digital era depends on its ability to balance the public's visual and audiovisual needs with a commitment to the integrity and credibility of information.

Digital Ethics and Social Responsibility of New Media

In an increasingly complex digital communications ecosystem, the ethics of information distribution are no longer the exclusive responsibility of professional journalists. All digital actors, from content creators and influencers to ordinary social media users, have a moral role to play in maintaining the integrity of the information space. Every individual is now part of the chain of production and dissemination of public messages, meaning that errors in content verification or manipulation can have far-reaching impacts on social and political perceptions. Therefore, ethical responsibility in the digital space must be collective and adaptable to changing communication patterns (Journal of Digital Communication, 2023).

The role of content creators and influencers is highly strategic in this context because they have significant reach and influence over public opinion. They are required to prioritize not only popularity and interaction but also uphold the principles of honesty, accuracy, and respect for individual privacy. The practice of visual manipulation, the spread of disinformation, or the creation of provocative content for economic gain constitutes a form of ethical deviation that can threaten the quality of the digital ecosystem. Awareness of this social responsibility is fundamental to creating a healthy communication culture oriented toward public literacy.

In response to these dynamics, various media organizations have begun formulating more comprehensive digital codes of ethics. Principles such as source transparency, personal data protection, and algorithmic accountability have become essential components of internal media regulations in the digital era (Yusnaini et al., 2025). These efforts demonstrate the reconstruction of journalistic ethics that adapts to the new communication reality, which is fraught with economic and political interests. Thus, digital ethics is not only a normative instrument, but also a social strategy to ensure that information technology functions as a means of public empowerment, not as a tool for data manipulation or exploitation.

The Digital Communication Paradigm Shift

The digital era marks a fundamental shift in the paradigm of information production and distribution. The previously linear and centralized communication model is now shifting toward a participatory and ecosystem-based system. This shift has given rise to three main interrelated patterns: decentralization of information authority, cross-media connectivity, and a crisis of information credibility. All three illustrate the transformation from a one-way transmission paradigm to an interactive, collaborative, and public-participation-based communication process (Napoli, 2020).

The first pattern, decentralization of information authority, marks a shift in power from traditional media institutions to individuals and digital platforms. Each user has the ability to produce, disseminate, and interpret information independently. Meanwhile, cross-media connectivity demonstrates how various social media platforms, news portals, video streaming, and messaging applications integrate to form a real-time and interactive communication ecosystem. This phenomenon demonstrates the emergence of a convergence culture that allows information to move across media without losing context or speed of dissemination (Iskandar et al., 2023).

However, this transformation has also given rise to a crisis of information credibility, which demands a redefinition of journalistic ethical values and professionalism. Amidst the flood of massively produced data and information, the public faces difficulties in distinguishing between factual content and subjective opinions. This situation underscores the importance of media literacy, ethical responsibility, and the adaptation of journalistic institutions to new standards of professionalism in the digital space. Thus, the shift in the digital communication paradigm is not merely a consequence of technology but also a reflection of changes in culture, authority, and social responsibility in the contemporary information ecosystem.

V. CONCLUSION

The analysis shows that digital transformation has fundamentally changed the paradigm of information production and distribution in the modern media ecosystem. This shift is not solely driven by technological factors, but also by social, economic, and cultural changes in digital society. The information production process is now shifting from a linear and centralized model to a collaborative and interactive system. Online media outlets such as Kompas.com and Kumparan have adjusted their editorial structures to support multi-platform

production that simultaneously combines text, video, and infographics (Iskandar et al., 2023). Journalists serve not only as information transmitters but also as curators and managers of digital visibility, tasked with maintaining content relevance amidst the massive flow of information.

In the realm of information distribution, there has been a shift in power from conventional editors to digital platform algorithms. Algorithmic gatekeeping mechanisms are replacing humans in determining newsworthy content, allowing the logic of engagement to increasingly dominate journalistic values. As a result, a credibility paradox has emerged, where popular content is not always high-quality, while high-quality content does not necessarily garner public attention. The role of the audience has undergone a significant transformation, with the public now functioning as both producers and consumers (prosumers) of information. Through social media, audiences not only receive messages but also create, curate, and redistribute content. This dynamic confirms that digital communication has shifted from a one-to-many model to a many-to-many one, where every individual has the potential to become a node in a global communication network.

Digital transformation has also given rise to a crisis of information authority and credibility due to the increasing volume of unverified content. The spread of hoaxes and disinformation is amplified by algorithms that prioritize viral content without considering its validity. This situation again challenges journalism's function as an upholder of truth-telling and guardian of the accuracy of public information. The concept of media convergence is key to explaining media institutions' adaptation to digital disruption. Convergence not only unites various platforms but also transforms editorial work patterns, business strategies, and media relationships with audiences. Media now operate as cross-channel ecosystems that utilize data analytics to maintain relevance and credibility amidst competition from independent content creators.

From a media ecology perspective, developments in communication technology create a new environment that influences how people think, interact, and interpret reality. News consumption patterns are shifting from reading long texts to a preference for fast, interactive, and easily accessible audiovisual content via mobile devices. This shift reflects a fundamental shift in how the public internalizes information and participates in the digital public sphere. At the same time, serious challenges related to digital ethics are emerging. Ethical responsibilities are no longer the exclusive domain of professional journalists but extend to

all digital actors, such as influencers and content creators. They are required to maintain information integrity, avoid visual manipulation, and ensure source transparency.

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