

MEDIA COMPETITION STRATEGY IN THE VIEW OF ISLAMIC ECONOMY



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Abstract

Press freedom at the end of the 20th century (after the 1999 reform) had an impact on increasing the number of mass media in Indonesia. Coupled with the presence of the internet as a new medium, it makes media competition more complex. Media companies need strategies to face competition and to survive. Facing this phenomenon, a number of media are starting to try to unite information, communication, and content technology which is known as media convergence. This research is qualitative research. Research data collection was carried out by means of observation, interviews, and documentation. This research concludes that Kedaulatan Rakyat implements the concept of media convergence. Media convergence is one of the developments in digital technology including mass media which involves many technological factors such as the integration of text, numbers, images, video, and sound. The presence of the internet encourages the mass media to apply the concept of media convergence such as online media, e-papers, e-books, streaming radio, and social media, combined with other media. Meanwhile, this article also uses the view of Islamic Economics which is based on the characteristics of the Prophet Muhammad, namely *Shiddiq*, *Amanah*, *Fathanah*, and *Tabligh*. It can be concluded that Kedaulatan Rakyat is in accordance with the teachings of Islamic Economics. combined with other media. Meanwhile, this article also uses the view of Islamic Economics which is based on the characteristics of the Prophet Muhammad, namely *Shiddiq*, *Amanah*, *Fathanah*, and *Tabligh*. It can be concluded that Kedaulatan Rakyat is in accordance with the teachings of Islamic Economics. combined with other media. Meanwhile, this article also uses the view of Islamic Economics which is based on the characteristics of the Prophet Muhammad, namely *Shiddiq*, *Amanah*, *Fathanah*, and *Tabligh*. And it can be concluded that Kedaulatan Rakyat is in accordance with the teachings of Islamic Economics.

Keywords: Strategy, Media Convergence, Islamic Economics

INTRODUCTION

Since the early 2000s there have been extraordinary changes in media flows. Beginning with the fall of the New Order regime and the emergence of the reform movement has created a more democratic state order, as well as wide-open press freedom. As a result of this euphoria, many press companies began to emerge and many people voiced freedom of expression (Yudha & Kafabih, 2021). Especially with the development of the telecommunication industry and the presence of the internet, it has increasingly had a tremendous impact on the speed of disseminating information (Antony, 2010).

The impact of the increasingly sharp and widespread use of internet media or online media has forced newspapers or conventional media to face tough challenges (Firmansah et al., 2023). This is proven by the increasing number of people reading news online (Zaki et al., 2020), meanwhile, there has been a very significant decline in reading interest. As evidenced by a survey released by Nielsen Consumer and Media View (Nielsen CMV) in the second quarter of 2016, which was conducted in 11 cities in Indonesia, only 9 percent of the younger generation currently still read newspapers, magazines, or tabloids in print. While the remaining 91 percent prefer to get information via television and the internet (Syaifullah & Manzilati, 2015).

Media transformation from conventional to digital has increased media competition. In addition to the emergence of more and more new online media, conventional media companies are also starting to change their direction to digital media. Moreover, there are many predictions and opinions that conventional media, one of which is print media, will be displaced by digital-based media technology (Batunanggar, 2017). This is further proven by the fact that the Alliance of Independent Journalists (AJI) stated that 2015 was a media fall in Indonesia. Referring to Nielsen data for 2015, out of 117 newspapers circulating in Indonesia, 16 media have closed their business. Meanwhile, of the 170 magazines published, only 132 magazines were left (Dewi et al., 2021).

The cruel competition in the media industry has killed several national scale print media such as Sinar Harapan, Harian Bola, Jakarta Post, Koran Sindo, Koran Tempo and Republika. In addition, there are also several magazines that are no longer published in print, such as Tabloid Bola, Tabloid Chip, Tabloid Kawanku, Tabloid Hai, and Rolling Stone Indonesia. Meanwhile, at the local newspaper level, some have gone out of business, namely

the *Joglosemar* newspaper in Solo and the *Bernas* newspaper in Yogyakarta (Andri Soemitra, 2009). Most of the print media that have closed have shifted their focus to online media (Tampi, 2015).

Surat Kabar Harian Kedaulatan Rakyat (KR) is one that faces intense competition in the media industry, especially in newspapers. The newspaper which was published for the first time on September 27th, 1945, which is 77 years old, has experienced a tremendous change in times. The media company, which was first started by the dual duo Haji Samawi and Madikin Wonohito, has undergone a transformation and had to struggle to live in these challenging times. Once the king of newspapers in the Provinces of the Special Region of Yogyakarta and Central Java (southern part), currently *Kedaulatan Rakyat* has to face tough business competition and must immediately converge and seek solutions.

The Covid-19 pandemic that has hit the world and Indonesia since March 2020 seems to have added to the suffering of the entire industry (II et al., 2014), including the press industry (Atho'illah & Yudha, 2022). There have been many media companies that have collapsed and there have also been many layoffs. The successive blows caused many press companies to go out of business and ended sadly. Therefore, digital culture inevitably makes mass media competitors compete to innovate both in content and technology to welcome and compete with other online-based companies. This is done to meet the needs of the millennial generation for fast and accurate information that cannot be separated from gadgets. In addition, so that the existence of the media is maintained in an all-sophisticated era like today (Yudha et al., 2021).

According to Jan Van Dijk in Nasrullah, the emergence of new media is also marked with media convergence. Structurally, media convergence means the integration of three aspects, namely telecommunication, data communication, and mass communication in one medium. Willis and Willis in *Bawapratama* (2010) state that one of the main reasons for media convergence to be an answer to efforts for media existence, even though the costs incurred are enormous, is that the application of new technology in media life can reduce media spending in the long run (Asprila et al., 2021).

Ithiel de Sola Pool sees convergence as a process of blurring the lines between media and depicting the forces of change in the media industry. Single physical devices such as cables and airwaves, which in the past were in separate forms, can now be accommodated

by a single medium such as broadcasting, the press, and telephone communications (Mufidah, 2020).

The theory of media convergence is also presented by Tery Flew in his book *An Introduction to New Media*, which states that media convergence is the result of intersection of three elements of new media, namely communication networks, information technology (computing), and media content. Media convergence brings to the concept the unification of various information services in one information device creating a digitalization breakthrough that cannot be stopped by the flow of information. Convergence causes radical changes in handling, providing, distributing and processing all forms of information whether visual, audio, data and so on (Retnowati, 2018).

Based on the explanation given by several figures above, the author draws a common thread that media convergence is the phenomenon of joining various media that were previously considered different which includes print and electronic media (eg television, radio, newspapers, and computers) and new media into one into a single media, or in other words the unification between information technology, communication and content. This is in response to the times, which are supported by economic, political and social changes.

REVIEW OF LITERATURE

It is this convergence between computer technology, telecommunications, electronics, and mass media that has given rise to the certainty of new media (online media). Ama Nadhya Abrar (Abar, 2003) mentions several advantages, including: (1) audience control, where people can freely choose the news they want to get, (2) nonlinearity, allowing each news to stand alone, so that people do not have to read sequentially to understand it, (3) storage and retrieval, news can be stored and can be accessed easily by the community, (4) unlimited space, news is much more complete than other media, because the space available is not limited, (5) immediacy, news can be delivered directly to the public, (6) multimedia capability, news can be conveyed in the form of text, sound, images, and video.

Mass media competition or competition can be studied from an ecological angle. Aulia Andri quotes Levin (Sendjaja, 1996) explaining the factors that can be seen in observing the ecology (environment) of the mass media and the intense competition of the

mass media. First, a source of life support or advertising called nice breath. Second, the factor of using life support resources or a rubric called niche overlap.

Meanwhile, Kotler's view (Philip Kotler & Keller, 2007), sees that customers are increasingly difficult to satisfy. The underlying tools are a marketing mix. Marketing Mix is a set of marketing tools that a company uses to pursue its marketing objectives in a target customer. McCharty (Philip Kotler dan Kevin Lane Keller, 2012), classifies these tools into four groups called the Ps of Marketing, namely product, price, place, and promotion.

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RESEARCH METHOD

This type of research uses descriptive research, namely research conducted to describe or explain in a systematic, factual, and accurate manner the facts and characteristics of certain populations (Yunarwanto, 2019). In other words, in descriptive research the researcher wants to describe a symptom (phenomenon), or certain original characteristics; not to look for or explain the relationship between variables (Sanjaya, 2013). Descriptive research only describes or describes what it is. Bogdan and Taylor in Moleong define qualitative methods as research processes that produce descriptive data in the form of written or spoken words from people and observable behavior (Riduwan, 2013).

The research method or approach used in this research is to use a qualitative approach. The qualitative research method is a research method based on the philosophy of postpositivism, used to examine the conditions of scientific objects (as opposed to experiments) where the researcher is the key instrument, data analysis is inductive/qualitative in nature, and qualitative research results emphasize meaning rather than generalization. The data analysis carried out is inductive/qualitative in nature which is made based on the facts found in the field and then constructed into a hypothesis or theory (Tampi, 2015).

This research is a field research at the media company PT. BP Kedaulatan Rakyat which is located at Jalan Margo Utomo No. 40, Gowongan, Jetis, Yogyakarta City. The reason why the authors chose the research location here is because the authors want to review more deeply about competitive strategies in business development (Sulistiani & Munawar, 2018).

The subjects in this study were the owners, management, employees and customers of PT. BP Kedaulatan Rakyat. Object of research is the Competitive Strategy of PT. BP Kedaulatan Rakyat according to Islamic Economic Perspective.

There are two informants in this study, namely key informants and additional informants. The key informants in this study are the owners and management of PT. BP Kedaulatan Rakyat. For additional informants in this study were the general manager and 10 employees to be sampled because they were considered to have represented the others

Deep data source of this research is divided into two parts, namely primary and secondary: a) In terms of this primary data was obtained from interviews given to owners,

management and employees of PT. BP Kedaulatan Rakyat; b) Secondary Data, Represents data obtained from reading literature relating to the problem under study.

To complete the data needed in this study, the data collection method used is : a) Observation; b) Interview; c) Documentation.

The data analysis technique used in this study is descriptive qualitative analysis, which is a method that relates thoroughly and thoroughly to a situation. In this case the actual data is collected, compiled, clarified and analyzed to then be interpreted which allows solving the problem being investigated so as to provide an overview and information about the problem. Data obtained from the field, then classified and analyzed according to type and nature, then described descriptively, namely analyzing data that is explanatory or decomposing data and information which is then associated with theories and concepts that support relevant discussions where this explanation uses qualitative methods Then the conclusion is obtained from this problem.

RESULTS AND DISCUSSION

Media Traditional Using the Internet (New Media)

Surat Kabar Harian Kedaulatan Rakyat adopts new technology in its media management system by establishing an online platform and a special division that handles their online media. From the information from the four informants in the two media, an illustration is obtained that the presence of online media in synergy with other media platforms is very important. Utilization of online media is an innovation in adopting communication technology that continues to grow. The internet combined with personal computers, laptops and smart phones such as blackberries, PDAs, Ipods has become an important creation as a means of news distribution apart from being an agent or delivering newspapers. The reach of readers is wider and more diverse with the addition of distribution tools.

Kedaulatan Rakyat, which has minimal Human Resources (HR), uses the new technology to add other forms of media besides newspapers, without the need to recruit too many workers. In addition, Kedaulatan Rakyat emphasizes that the presence of technology is utilized as much as possible through one newsroom (single newsroom) with multiple media platforms (multiplatform). The budget can be reduced through minimal workers with

maximum work results. This is because one journalist has duties as an online journalist, newspaper journalist, television journalist to radio journalist. So that the mission of Kedaulatan Rakyat with the presence of various forms of media can be realized, namely being able to fulfill the wishes of readers or customers without spending a larger budget.

Convergence Mass Media in the Digital Media Age

Kedaulatan Rakyat, which is the object of this research, has converged, namely in addition to distributing media through print media as well as online media, where the driving force is the internet. So, according to Pavlik and Friedman's theory, there is a collaboration and connection between print and electronic media. Various devices have synergized with each other. For this convergence, informants from Kedaulatan Rakyat emphasized efficiency and effectiveness as elements of work.

Honestly, the Kedaulatan Rakyat informants realized that they lacked resources. So, even though they have few human resources, with one newsroom (editor) they can work on many media platforms. In addition, informants from Kedaulatan Rakyat emphasized that Kedaulatan Rakyat's vision is multimedia where all forms of media can be produced by KR Group companies.

The presence of this online media according to informants from Kedaulatan Rakyat were very useful and changed their performance. What is certain is the convenience for journalists to send news and photos quickly through a variety of increasingly sophisticated communication tools. Informants from Kedaulatan Rakyat make it easier for readers or viewers to choose whatever news they like. Just click, the news is in front of the reader. The existence of this technology answers Friedman's theory that only creative people and those who are able to adapt to technology can drive world globalization.

The implications of conventional media (newspapers) especially Kedaulatan Rakyat which integrates with new media (online) can be seen from: a) Accessing audience the internet can choose what news according to the tastes and objectives of the information they want because entertainment news features, the latest news, technology, to regional news and reports from residents are available.; b) Because News is presented in a follow-up manner, so it's up to the viewer to read which news first. Because a news index is available as well as hyperlinks with a number of related news; c) The news that once covered by journalists for Kedaulatan Rakyat can be accessed again if the public wants to access it again. There is a news search engine, an index of past news and their

hyperlinks; d) Newsanything from any media can be obtained because a number of news sites are linked to the Kedaulatan Rakyat website (krjogja.com); e) News that presented per minute because it carries the character of a media that is realtime news. Journalists who are in the field are equipped with photos, smartphones and laptops so that when an incident occurs, all they have to do is send it to the uploader Kedaulatan Rakyat; f) Kedaulatan Rakyat can produce e-radio and e-tv without the need to introduce radio and television technology. By simply inserting the software into the Kedaulatan Rakyat news site (krjogja.com), radio and television program features can be enjoyed by the public accessing the Kedaulatan Rakyat news site as well as enjoying the latest news and newspaper versions (e-paper); g) News can be responded to by audiences accessing the Kedaulatan Rakyat news site. Users can also propose news, cover news, and criticize existing news because chat rooms are available via Facebook, Twitter, Instagram, and Kedaulatan Rakyat email.

Competition Online Media in Fighting over the Market in Yogyakarta

This competition can be explained in niche theory (media ecology) that the media environment is related to the reciprocal relationship between the mass media and its supporting environment. Kedaulatan Rakyat and competing media in Yogyakarta (Tribun Jogja and Harian Jogja) compete in the same environment because they are local mainstream media that target the same news. So that from content, advertising, to the audience of readers have the same segment. What distinguishes it is the ability to create unique and interesting news or rubric innovations so as to attract readers and advertisers.

Likewise with the birth of online media, the battle for markets in the same ecological space is getting sharper and fiercer. Although previously Kedaulatan Rakyat had established online media, in 2010 it was not optimal. Newspaper-based competing media also followed suit in maximizing their digital platforms. This of course has led to increasingly tight competition for online news media in Yogyakarta.

Seeing the strategy carried out by Kedaulatan Rakyat and its competitors in utilizing the internet, it is appropriate to see Michael Porter's description of utilizing technology and offering a variety of products by building online news sites in addition to maintaining print. The competition between Kedaulatan Rakyat and its rivals is getting tougher day by day.

Media Convergence

Convergence Media is one of the developments in digital technology including mass media which involves many technological factors in it such as the integration of text,

numbers, images, video and sound. The presence of the internet encourages the mass media to apply the concept of media convergence such as online media, e-papers, e-books, streaming radio, social media, combined with other media.

Terry Flew (2008) states that media convergence is the result of intersection of three elements of new media, namely communication networks, information technology, and media content. Media convergence is transforming established industries, services and work practices and enabling entirely new forms of content to emerge.

Jenkins explains that media convergence is integrated into cultural convergence, as the interaction between new and traditional media. He considers not only the technological changes in convergence, but also their impact on the media industry and its audience.

Thus, it can be understood that the key to media convergence is digitization, because all forms of information and data are converted from analog format to digital format so that they are sent in units of bits (binary digital). Media convergence involves the interconnection of information and communication technologies, computer networks and media content. This bringing together the “three Cs”- Computing, Communication and Content- is a direct consequence of digitizing media content and popularizing the internet.

Murdock stated that media convergence is determined by digital evolution which exists at three levels: the technological level (communication system), the content level and the economic level (related to companies, entrepreneurs and media markets).

The following are some of the positive and negative impacts caused by media convergence:

1. The Positive Impact of Media Convergence
 - a. The emergence of various learning resources such as online libraries, online discussions and others.
 - b. Innovation will increasingly develop in various fields.
 - c. Digital-based mass media has sprung up and made it easy for the public to obtain information.
 - d. The desired information can be obtained quickly.
 - e. Online shops have sprung up making it easier for people to shop.
2. Negative Impact of Media Convergence

- a. A lot of incorrect information, aka hoaxes, has appeared in the media.
- b. Abuse information personal so that can bother life public.
- c. Causes a lack of concentration.
- d. Causing a lack of socialization with other communities

Islamic Economic Review of Competition and Media Development by Kedaulatan Rakyat

Strategy in an organization is basically intended as a process of determining and achieving organizational goals through the implementation of four basic functions, namely planning, organizing, actuating and controlling the use of organizational resources. Planning is determining in advance what to do, when to do it and who will do it. Without a plan, managers cannot know how to organize the people and resources of the organization effectively. Organizing is to group the activities of human resources and other resources owned so that the implementation of a plan can be achieved effectively and economically. movement activity, Leadership factors become very important to influence others to work towards achieving the planned goals. influence others to, work towards the attainment of certain goals. Control is ensuring that the results of activities are in accordance with what has been planned.

Based on the management function is needed in the application of organizational management applications. Therefore, the application of organizational management is essentially also the deeds of the HR of the organization concerned. In this regard, Islam has outlined that the nature of deeds must be oriented towards achieving the pleasure of Allah SWT. This is as said by Allah SWT in QS Al-Mulk verses 2-3.

The implementation of Islamic law implemented by Kedaulatan Rakyat can also be seen from the use of business capital which prioritizes its own capital without using loans from the banking world. The use of own capital shows that the management of People's Sovereignty is in accordance with the principles of Islamic law.

Kedaulatan Rakyat has many strategies in getting consumers, one of which is service. Service facilities provided by Kedaulatan Rakyat namely a comfortable and spacious place, and the availability of prayer rooms, and various other services. This facility is in line with the pricing provided while still being able to compete with its competitors. Islam prohibits price discrimination (if injustice to customers) and internal fraud pricing. The Holy Qur'an

has strictly prohibited all business transactions that contain elements of fraud in any way form towards other people, found in QS Al-An'am verse 152.

Tight competition demands entrepreneurs to try hard to get as many consumers as possible. Entrepreneurs try to win in competition, various ways are carried out, namely by increasing the quality and quantity of products and improving services. Good service will provide satisfaction to consumers, entrepreneurs must be able to provide as much service as possible. Therefore these entrepreneurs will be able to win the competition by implementing the right management strategy.

Management strategy is a process to run something business and who will manage all business activities carried out. By applying the right management strategy, a business will be able to know the direction, movement, steps and goals of the business being developed. In Islam it has also been regulated in such a way, in an Islamic perspective management is termed the word *at-tadbir* (arrangement). As in the word of Allah SWT in QS As-Sajadah verse 5.

Without planning (*ahdaf*), a company or organization will not be directed and will not know what its goals are. The planning stage aims to determine the direction, motion, steps, and goals to be achieved. This is in accordance with the word of Allah SWT in QS Al-Hasyr verse 18.

The next management strategy is implementation (*tatbiq*). The implementation of a business will run effectively if it has a leader who is able to advance its business, for example by training employees with good strategic management, so that company members can implement strategic management that can make the company excel. This is in accordance with the word of Allah SWT in QS Shaad verse 26.

In its management strategy, Kedaulatan Rakyat implements a management strategy that is in accordance with ethics Islamic business is based on the principle of honesty, by glorifying customers by offering quality and halal goods. Halal in an Islamic economic view is not only in terms of substance, but also halal from the way it is obtained, including the processing process, as contained in QS Al-Baqarah Verse 137.

With an evaluation, the effort has been planned and implemented, whether it has been going well, in accordance with the target to be achieved by producing a profit that is in accordance with what was planned. The need for evaluation in a business has been explained

in the word of Allah SWT in QS Al-Hasyr verse 18. Supervision has the aim of investigating the implementation of the management strategy that has been implemented whether it is running according to procedures or not. The results will be suggestions for improvement and refinement of the company for the implementation of the next strategic management. This is in accordance with the word of Allah SWT in QS Al-Infithaar verses 10-12.

In addition, the development strategy is very important for the company. Where in the development strategy is a way to achieve the goals of a company. Thus the development strategy in a company cannot be carried out in just one process, but rather requires a fairly long process to create a development strategy that is suitable for the company. The development strategy by *Kedaulatan Rakyat* will be analyzed based on the characteristics of the Prophet Muhammad, namely: (1) *Shiddiq* (Honest or True). Where this *shiddiq* trait is really needed because company management in the process of planning, leading, and controlling the work of employees must be based on honesty. Employees and company owners must act honestly in doing work. (2) *Amanah* (Trustworthy). Sovereignty of the People promotions based on honesty (*shiddiq*) are what consumers can trust. Because *Kedaulatan Rakyat* promotes its products in a way that is good and can be trusted without badmouthing other products; (3) *Fathanah* (intelligent). The management of the *Kedaulatan Rakyat* company is smart in determining a product in terms of price, which is adjusted to the quality and quality of the product itself; (4) *Tabligh* (communicative). *Kedaulatan Rakyat* in determining prices is communicative, that's because of the combination of products and services provided by *Kedaulatan rakyat* to their consumers.

CONCLUSION

The presence of online media greatly influences the sustainability of print media companies, one of which is *Kedaulatan Rakyat*. Thus in formulating its strategy, the management of *Kedaulatan Rakyat* carefully anticipates the existence of this online media. One of them is by making it a business opportunity, although it doesn't deny that it has an impact on the production of the *Kedaulatan Rakyat* newspaper. It is unavoidable that the influence of online media greatly affects the production of print media, in which online media is always quick to respond whenever there is an incident that can be reported, very different from print media which can only be seen or read the day after the incident.

Media competition is getting tougher, so the management of Kedaulatan Rakyat anticipates this competition by launching online-based media tools (krjogja.com and kr.co.id), in order to provide easy access and make use of technology, so that Kedaulatan Rakyat can still provide information to readers. on an online basis. As one strategy, what is in demand and consumed by society today. By not losing its character, even though currently everything can be accessed online. Kedaulatan Rakyat still pays attention to its characteristics as a print media by not eliminating the production of newspapers. Although the production of newspapers is decreasing. In its management, Kedaulatan Rakyat has implemented new innovations in news packaging,

Kedaulatan Rakyat has read and understands the views of the people who have changed. Moreover, today's readers tend to only want to read light and informative news, as well as useful for them. The presence of Kedaulatan Rakyat which is still sustainable today is due to the Kedaulatan Rakyat which is neutral, independent and self-sufficient. This is the strength of the Kedaulatan Rakyat that can still survive. To overcome the decline in print readers, Kedaulatan Rakyat is also looking for other strategies such as holding joint events, both with the government and the private sector.

The media competition strategy and the development of Kedaulatan Rakyat in general are in accordance with the Islamic economic perspective. This can be seen from the strategy carried out by the company and management, which is in accordance with the teachings of Islamic Economics. The use of business capital that is used prioritizes own capital without using loans from the banking world and seeks to improve the quality and quantity of products and improve services by carrying out fair competition including providing supporting facilities such as the existence of prayer facilities provided as one of the manifestations of implementing Islam in management his efforts. In addition, the management of the Kedaulatan Rakyat company applies characteristics of the Prophet Muhammad SAW namely *Shiddiq, Amanah, Fathanah* and *Tabligh*.

Kedaulatan Rakyat is a company engaged in the media sector. Unlike other media, which are slowly going out of business, Kedaulatan Rakyat has begun to expand its business to remain the main choice of the reading public. By adopting the tagline “Migunani Tumraping Liyan”, and adhering to positive journalism, Kedaulatan Rakyat is one of the

recommendations for reading information for newspaper readers. This is proven by the existence of Kedaulatan Rakyat to this day.

Still maintaining the packaging and characteristics of the news contained in the print media, so that conventional readers are still waiting for the presence of Kedaulatan Rakyat as a presenter of positive and accurate information or news, in reporting an incident. This needs to be maintained, bearing in mind that the information presented in the Kedaulatan Rakyat newspaper is consumed by the wider community. In addition, Kedaulatan Rakyat needs to maintain a commitment to provide positive information and contribute to educating people's lives through reporting.

It is necessary to improve content and reporting on the krjogja.com site in order to provide online-based information that can be accessed by anyone, anywhere and anytime. This was done in the hope of attracting advertisers and investors, so that they place advertisements both in newspapers and in the online media of Kedaulatan Rakyat.

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