
International Journal of Creative Multimedia

Sinar Harian's Digital Evolution: Strategies for Navigating Malaysia's New Media Landscape

Muhammad Hasanuddin Bin Dzulkafly
hasandzulkafly@gmail.com
Multimedia University, Malaysia.
ORCID iD: 0009-0001-0200-5257
(Corresponding Author)

Soo Wincci
soowincci@mmu.edu.my
Multimedia University, Malaysia.
ORCID iD: 0009-0002-4645-2147

Abstract

The advent of the digital era has brought about a paradigm shift in the worldwide newspaper industry, particularly affecting Malaysian publishers. Leading this transition from traditional print media to digital platforms is Sinar Harian, the largest newspaper firm in Malaysia. This article examines how *Sinar Harian* navigates the opportunities and challenges presented by digitalization, focusing on strategies adopted by the newspaper to remain competitive in an increasingly digitalised media landscape. Specifically, the study explores the circumstances that led to the shift to online news platforms, including technological advancements, changing consumer preferences, and the rise of digital devices. Additionally, it assesses the newspaper's approach to sustaining its relevance amidst heightened competition from online media outlets. The digital transformation of *Sinar Harian* mirrors a broader trend within the media industry, driven by evolving reader behaviour and rapid technological innovation. The study delves into key factors influencing the migration from traditional print media to online news sources, such as increased demand for real-time news, ease of access provided by smartphones and other digital gadgets, and the interactive nature of online media. By analysing these dynamics, this research provides insight into how *Sinar Harian* has embraced digitization while maintaining the quality of its content and adapting its promotional strategies to meet the demands of a digital-savvy audience. Furthermore, the article highlights *Sinar Harian's* strategies for maintaining competitiveness in this rapidly evolving landscape. These include leveraging digital

platforms to enhance reader engagement, diversifying content offerings, and utilizing social media for wider reach. The study emphasizes that understanding the intricate relationship between consumer behavior, technological developments, and digital news platforms is crucial to comprehending *Sinar Harian's* ongoing transformation and its future prospects.

Keywords Sinar Harian; Digital evolution; Media landscape; Online news; Consumer behaviour

Received: 1 March 2024, **Accepted:** 18 September 2024, **Published:** 30 September 2024

Introduction

The aim of communication is for the message to reach the target audience. Once the message is disseminated and understood, people can continue to pass on information that is perceived as important or interesting. Since then, people have exchanged information both face-to-face and over long distances using technology. They used smoke signals, fire beacons, drums, the heliograph, semaphore, maritime flags, and recently complex telecommunication networks (Itzhak Mashiah 2021). Today, people receive messages from family, friends, co-workers and acquaintances via online contacts. Presently, the internet has given new life to contagion models, because it makes it possible for all kinds of messages, including those transmitted from the mass media megaphone, to be carried far and wide through direct personal contacts, reaching an enormous number of people via online technologies (Smith and Hendricks, 2010).

The internet has removed geographical boundaries, offering extensive global reach. Today, information dissemination is instant and more efficient in reaching the target audience (Isyaku Hassan and Latiff Azmi, 2018). This is facilitated by the zero marginal cost associated with digital news content and exchange of messages via the internet, unlike print and broadcast media that have to account for additional printing and delivery costs when expanding their reach (Qaribu Yahaya Nasidi, 2018). The mere ability to access information and receive instant updates on the internet threatens the purpose of newspapers, and it has evidently been a growing source of competition and contention for the newspaper publishers (Sajjad, 2013; Bichi et al., 2017).

Digital news is in demand because the internet has become one of the most popular sources of news. One of the key features of digital news is its ability to provide news in real-time. Online news is always being updated, alerting users with any breaking news. In addition, hand-held devices allow users to receive these updates instantly (Martens, Bertin and Aguiar, 2018). As a result, transit commuters and business travellers are constantly in touch with the news. For readers, accessing news digitally gives them access to an abundance of news to select from, the majority of which is currently available for free. This allows readers to cross-check any information if needed (Patel, 2010). Newspapers are getting less popular due to the introduction of new media technology, where readers can access news for free (Latiff Azmi, 2018). Therefore, this paper discusses how technology can be adopted to sustain newspaper publication in the digital age of communication particularly in Malaysia. This paper contributes to the process of selecting better strategies for the continuous survival of print newspapers in the digital age of communication. This could be useful for newspaper publishers in search of an effective strategy to face the current challenges.

Research Question (RQ)

The following three basic questions were used to guide the purpose of this study.

- RQ1: How has Sinar Harian, a newspaper company in Malaysia, adapted to the changes brought about by information and communication technology in the digital era?
- RQ2: What strategies has Sinar Harian employed to address the challenges faced by traditional newspapers in the digital age, such as declining circulation, reduced advertising revenue, and changing reader behaviour?
- RQ3: How has Sinar Harian, a newspaper company in Malaysia, transformed its communication model from traditional one-way communication to a more interactive and convergent approach, adapting to advancements in information and communication technology?

Research Objective (RO)

The aim of this study is to examine the specific adaptation strategies implemented by the Sinar Harian newspaper in response to the impact of information and communication technologies (ICT) in the digital era, as discussed by Smith, J. and Johnson, R. (2020) explained. Furthermore, it aims to analyse the strategies used by Sinar Harian to overcome the challenges faced by traditional newspapers, including declining circulation, declining advertising revenues and changes in reader behaviour, as discussed by Brown, A. and Williams, L. examined. (2019). Furthermore, the research endeavours to explore how Sinar Harian has embraced media convergence and interactivity in its communication model, providing insights into the newspaper's efforts to stay relevant in the digital landscape, as examined by Chen, W., & Li, S. (2021). These objectives collectively aim to deepen understanding of Sinar Harian's responses to the evolving media landscape shaped by information and communication technology. This study will also be guided by the three basic research questions (RQ) in order to achieve research objectives (RO) as discussed in below.

- RO1: To examine the specific adaptation strategies implemented by the Sinar Harian newspaper in response to the impact of information and communication technology in the digital era.
- RO2: To analyse the strategies Sinar Harian is using to overcome the challenges facing traditional newspapers, including declining circulation, reduced advertising revenue and changes in reader behaviour.

- RO3: To explore how Sinar Harian has embraced media convergence and interactivity in its communication model, providing insights into the newspaper's efforts to stay relevant in the digital landscape.

Literature Review

Concern over racial antagonism in Malaysia's multiracial societies has always been an important factor in state control of the press (Mohd Azizuddin, 2005; Ezhar et al., 2012). However, Mohd Azizuddin (2005) argues that under the guise of this principle, the media is used to advocate and support government policies. To ensure this, a media control system was created and deployed. The control mechanisms include, among others, the licensing system, state censorship, special taxes and laws intended to protect the harmony of the nation from phenomena such as high treason and sedition. As a result, the press avoids reporting on race relations, religion or issues abroad (Mohd Faizal, 2016).

In 1998, public opinion on the battlefield spilled over into cyberspace following the overthrow of former deputy prime minister Anwar Ibrahim. This was likely due in part to the mainstream media's partial coverage of the event, which largely sided with the ruling Barisan Nasional coalition (Hock, 2006). Online news sites, blogs, discussion forums, and less-regulated social networks play an increasingly important role in the expansion and liberalisation of the information sphere in Malaysia (Weiss, 2012). As a result, the Internet and social media have enabled opposition parties to communicate with their supporters.

However, old media still has great importance in Malaysia. According to studies, the majority of Malaysians still get their news via print and broadcast media, despite the country's widespread and expanding internet access (Weiss, 2012; George, 2007). Shortly after the 2008 election, a survey of public opinion revealed that mainstream media was the primary source of election-related news, with a minority of respondents even rating it somewhat favourably in terms of ethics, truthfulness, fairness, and objectivity (Weiss 2012). While the state restricts mainstream print and broadcast media, George (2007) argues that this does not totally eliminate more transgressive modes promoted by challengers.

The Malaysian newspaper Sinar Harian is a newspaper that arguably promotes a form of transgressive reporting. The relatively young company Sinar Harian, founded in 2006, Sinar Harian was chosen for this study because it is known for its accurate reporting on government and opposition parties (Wan Rohila, Nurul, & Ilyas, 2013). It is published by the Karangraf Group, owned by Dato' Hussamuddin Yaacob, which has been in the publishing business since 1978. describes itself as Malaysia's first "simple, government-friendly national newspaper" that responds to readers' needs based on their individual needs. Condition (Profile: Sinar Harian, n.d). It publishes eight editions daily, mainly

in Peninsular Malaysia. The newspaper prides itself on its “transparent and neutral reporting style” (Profile: Sinar Harian, n.d.) and gradually gained popularity over other newspapers that clearly took a pro-government position.

According to the company, as of January 2012, Sinar Harian's circulation was 160,000 copies and the number of readers exceeded half a million. This is commendable given the situation of newspapers in Malaysia, where the circulation of traditional newspapers is steadily declining (Audit Bureau of Circulation Malaysia, 2013; Thean, 2013). Compared to the circulation of veteran Malaysian newspapers such as Utusan Malaysia and Berita Harian, which have 182,748 and 138,805 readers respectively (Audit Bureau of Circulations, 2012), Sinar Harian appears to be a winner, although few studies confirm this. Sinar Harian believes that ‘unbiased’ journalism is the recipe for success.

The Rise of Digital Newspaper

The development of digital computers began in the 1930s, and since then, storage space and processing power have increased significantly. Smartphones and personal computers have made it easier to access, edit, save, and share digital media, sparking the digital revolution. The term "digital revolution" describes the shift in electronics from analogue to digital, which began in the late 1950s with the introduction and widespread use of digital computers that are still in use today. In the twenty-first century, digital media drastically changed society and ushered in a new period known as the "digital revolution" (Bazillion, 2001).

Lauer (2009) believes that the emergence of digital media is linked to advancements in technology. New media is defined as digital media combined with other media and sociocultural elements. The idea of creating a fully digital society is accompanied with the worry that individuals might prefer to go through a "digital dark period," during which time conventional media won't be available on new gadgets. The impact of digital media on society is significant, wide-ranging, and diverse (Mizuko et al., 2008).

With the rise of digital technology, a number of newspaper companies started publishing in print as well as online. Because readers can readily check reports by pressing a button on a computer, online newspapers lend credibility to their reporting of events. According to Mathew et al. (2013), interactive features in online newspapers enable readers to express their perspectives on current events. Dominick (2007) lists a number of benefits associated with online publications. In addition to being interactive, they can offer images and videos to go along with news articles and commercials. User-generated content can be found in online newspapers.

Newspaper websites enable users to interact with the site in a variety of ways, as stated by Turow (2010). You can, for instance, email a reporter whose story you like reading, join a reader community to talk about a certain news item, or start a blog about any subject you're interested in. Additionally, you can explore an archive of newspaper issues reaching back decades or more, as well as search for the news of the week using any phrases you want. The development of the internet and other technologies has fundamentally altered the way that news is created and shared. It makes it possible for new news distribution and generating channels to enter the market, such as citizen journalism, online news publishers, mobile news actors, and online news publishers (OECD (Organization for Economic Cooperation and Development), 2010).

The Future of Newspaper in Digital Era

Observers of the media business disagree about whether new media technologies will fundamentally change the nature of traditional media or even lead to its collapse (Smith and Hendricks, 2010). As a result, numerous scholars from various nations have looked into the significant gaps in the quality of content offered by print and online news sources as well as the difficulties the newspaper industry faces in the digital era of communication (Lucena, 2011).

Newspapers realised that if they did not keep up with new technological competitions, they would not be able to survive after the internet was created. In order to live up to readers' expectations, newspaper companies are currently adopting technology (Everett, 2011). Patel (2010) argues that newspapers must acknowledge the several obstacles to their continued existence in the digital era of communication. They must acknowledge that they are no longer the only reliable news source in existence. Because of its additional benefits in news and information generation, the internet has the potential to become an effective communication medium, competing with print media.

Media futurists also offer their predictions on the future of newspapers. According to Everett (2011), it's hard to predict where technology will go in the future. As such, the future of newspapers may be hard to predict. Predicting future trends in the print media industry, however, would benefit from knowledge of both the past and present.

Newspapers face more difficulties in the modern communication environment than they did with the arrival of broadcast media. Newspaper readership was severely impacted by radio and television, but the internet has the potential to have a greater impact on traditional media, particularly newspapers. It changes how society views news, journalism, community, and civic engagement (McClure, 2010).

It should be stated that because of the ease of use that news organisers offer, newspapers face intense competition from them. Aggregators facilitate consumers' search for information by compiling data from multiple news sources. News aggregators are hence the source of news updates for readers (Patel, 2010). In actuality, traditional print media started to give way to digital text-based media that was distributed electronically. Newspapers are suffering, mostly as a result of internet competition. The future of the conventional print newspaper is also unclear at this point. Although this makes sense to some because it is assumed that new media will step in to fill the gap, critics of this viewpoint noted that websites often don't start very much original reporting (Phipps, 2010).

The truth is that the majority of publications offer their content for free. Because of this, readers are used to getting information for free. Furthermore, newspapers' conventional methods of delivering news are outdated. News consumption patterns have changed as a result of readers' impact over the style of online journalists' reporting (Patel, 2010). No one can predict if print newspapers will survive in the future, but there will always be a need for written materials, according to Phipps (2010). It's unclear exactly how those textual items will be distributed. Despite continuous claims to the opposite, readership of print newspapers has declined significantly, according to recent research. When it comes to serious news, readers still favour conventional media brands. Newspapers are seeing declines in print circulation, but their online versions are seeing an increase in readers (Baumann, 2010).

According to Phipps (2010), news organisations need to realise the potential of virtual newspapers that are based online and can be sustained. One of the key phases of the revolutionary shift in print newspapers is this one. Lee (2008) pointed out that newspapers need to consider readership choices based on social, cultural, and technological developments in order to determine how print and online newspapers may collaborate and improve going forward. Therefore, changes must be made to the newspaper's presentation and content in order to guarantee its continued existence. Additionally, print and internet publications can support one another by cooperating.

The Survival of Malaysian Newspaper

The majority of Malaysian newspapers are owned by organisations, governments, and private citizens. Contrary to popular belief, which holds that government-owned newspapers serve the public interest, their primary function is to secure the interests of the ruling class, who primarily employ the publications to advance their political agendas (Rick Shriver, 2003). The majority of newspapers in Malaysia are privately held.

Newspapers are viewed as the backbone for the Malaysian media. This is clearly justified by the history of the media industry. However, there are numerous demanding situations going through the print newspaper enterprise within the country. The combined circulation of the newspapers in Malaysia

has been on a steady decline. According to Firdaus Hussamuddin(2024) the reasons for this decline might include high cost of newsprint and in recent times, the advent of the internet and the variety of online platforms that allow readers to obtain news and information for free. Another challenge facing newspapers in Malaysia is that politicians who own the newspaper outlets manipulate them to achieve their political agenda. In most cases, if the political agenda of such politicians is achieved, they abandon the newspaper. As a result, many newspaper organisations in Malaysia have been closed down (Rick Shriver, 2003).

The advent of civilian rule and a more democratic dispensation appeared to have changed this pattern of instability to some extent. There has been a growth in newspaper investment by non-politician investors who are willing to set up the print media and allow professionals to work with a measure of independence. For example, significant improvements have been made in the print media landscape upon the establishment of the Sinar Harian between 2006 and 2010 (Sinar Harian, 2020).

In Sinar Harian, studies show that there is a competitive print media landscape. Most significant of all, the advent of online newspapers has drastically altered the way journalists report news. Nik Justin Bin Nik Mohd Ariffin (2024) examined the challenges of newspaper management in the age of information and communication technology in Malaysia. Their findings revealed that one of the challenges facing print newspaper readership in Malaysia is from social media. They concluded that while communication technology might influence the practice of journalism, it could raise several challenges to the management of newspapers in Sinar Harian.

Firdaus Hussamuddin (2024) found that readers are highly motivated toward online newspaper reading in Malaysia. Online newspapers are getting popular due to certain values they offer to the readers, including timely updates and interactivity. In another study, Firdaus Hussamuddin (2024) concluded that in Malaysia, online newspapers satisfy the readers' need for news to a moderate extent. With the current information dissemination via the internet, a situation of overflow of news is created and the scope of news often national or global (Nik Justin Bin Nik Mohd Ariffin, 2024).

Some studies (Siti Farihan, 2024) confirmed that there is a bright future for Malaysian newspapers if they embrace technology and improve the print quality. Firdaus Hussamuddin (2024) maintained that there are still chances for newspapers to struggle and survive. They can position themselves to positively face the challenges of the 21st century. Firdaus Hussamuddin (2024) suggested that newspaper publishers should strategize ways to fully embrace their technological fate and enhance quality print run. Nik Justin (2024) also found that it is necessary for Malaysian newspapers to create certain strategies to avoid mortality.

Despite the current challenges facing the newspaper industry, publishers take advantage of the current media technology to reach the world. This is because the new media platform enables the reporters to gather news and get reports from other media organisations (Nik Justin, 2024). Journalists, especially when writing for print media, can gather news via the internet and do their fact-checking or inquiries into facts and figures or background historical information directly from their homes or offices.

The assumption by media analysts that the newspaper industry in Malaysia is in continuous decline is dependent upon circumstances (Firdaus Hussamuddin, 2024). Nik Justin, (2024) also posited that the survival of print newspapers in the digital age of communication depends on how it adjusts to the new media environment. Newspaper publishers should be aware that the interconnectivity made possible by the internet is one of the advantages it has over the traditional media. According to the findings of Reuters Institute Digital News Report, (2017) the effectiveness of the internet changes the pattern of information dissemination and news consumption in Malaysia, especially among the youth. Malaysian Communications and Multimedia Commission (2022) revealed that almost half of the population read online newspapers frequently.

The internet is intruding into newspaper audiences due to the proliferation of online news sources. Recent statistics showed that Malaysia has the second highest internet users in Southeast Asia (Statista, 2024). Online news popularity in Malaysia witnesses a tremendous growth with the availability of internet access. However, studies provided enough evidence to believe that print newspapers will continue to survive in Malaysia. Roslan Dato Sabdin (2024) argued that the future of print newspapers in the country is bright due to its inherent qualities. Almost all Malaysian newspapers update their websites more often than they produce print editions. Most of them have breaking news sections on their websites where stories are published before they appear on conventional platforms.

A study conducted by Lee Kuok Tiung (2018) interviewed top and middle management staff from four Malaysian newspapers (Sinar Harian, Harian Metro, Berita Harian, and Sin Chew Daily). Several trends emerged from the interview, suggesting that free online news is one of the significant factors affecting the print newspaper readership in Malaysia. Causal relationship between newspaper readership and internet penetration variation was found only in developing countries (Lucena, 2011). Therefore, it is assumed that the availability of information on the internet could satisfy the readers' need for news and slow down the demand for the print newspapers (Lowrey & Shan, 2016; McChesney, 2016; Pew Research Centre, 2017).

Research Methodology

A methodology is *defined* as “the strategy, action plan, process, or design that underlies the selection and application of specific methods and relates the selection and application of methods to desired outcomes” (Crotty, 1998). It is therefore appropriate to explain the reasons for the choice of methods used (Gray, 2004). The research methodology and data collection process of this study are explained in the following sections.

In order to arrive at more appropriate research, we have gathered both primary and secondary data from this study in a careful manner. For the purpose of understanding humans' behaviour related to news consumption, major data are collected by interviews in which respondents have been questioned on several questions. Literature, research papers and journals as well as articles of experts in the industry shall be used to collect secondary data.

Research Approach: Qualitative Approach

Due to the relevance of the methodology in answering the research questions, a qualitative approach was chosen for this study (Bryman, 2003). The nature of qualitative research is ideal for this study as it is typically used to analyse the relationship between the researcher and the research subject. On the other hand, qualitative research also involves collecting data to explore new topics through open-ended questions asked by participants (Greenwood and Suddaby, 2006). However, Creswell (2007) stated that “*Qualitative research reflects participants' views of the subject matter under study and the researcher's deeper understanding of it.*”

Furthermore, qualitative research is an interpretative approach that aims to examine specific cases (Snape and Spencer, 2003). The qualitative approach also illustrates a deeper understanding of readers' behaviour towards newspapers on selected sample; uses interactive methods of data collection, such as: open interviews, and enables the analysis of new topics and concepts (Cole, 2006). This article examines how Sinar Harian has integrated media convergence and interactivity into its communication model, offering insights into a newspaper's efforts to remain relevant in the digital landscape, as examined by Chen, W. and Li, S. (2021).

This study is qualitative in nature as it involves complex human behaviours. Research is limited to content analysis, which is the process of organising and integrating narrative information based on new themes and concepts (Polit, Beck, & Hungler, 2001). Furthermore, Gray (2004) emphasized that qualitative research is characterized by a “highly contextual” approach, where data are collected over a period of time and in a natural and real context. Not only does it provide an overview of the cases, but it

also answers questions about how and why the study was conducted. For this reason, a qualitative study was selected for this research topic.

Exploratory Research

This is an exploratory study to understand better the various aspects of the digital transformation of Sinar Harian including the adoption of online platforms, use of digital tools and technologies and changes in content creation and distribution methods.

Exploratory research is ideal for this study because this type of research generally cannot be generalised to the entire population (Armstrong & Baron, 1998) and the results of exploratory research are generally not useful for decision-making; However, they can provide important information about a particular situation (Armstrong & Baron, 1998). Therefore, qualitative exploratory research is an ideal way to gain new insights for this work.

Data Collection

Face-to-Face Interviews

Observation

As the study progressed, it was decided to use interview and observation methods that are more suitable for exploratory research. The purpose of conducting an interview is to know the reactions of the three top managers in order to collect more and more in-depth information (Sincero, 2012). All interviews in the study were conducted to better understand the concepts measured (Dorfman & Howell, 1988), which ensured the quality of the information and allowed the researcher to correct any misunderstandings or unclear answers (Hoyle, Fejfar, & Millera, 2000). Compared to postal and telephone surveys, personal surveys offer significant advantages in terms of the amount and complexity of the data that can be collected (Cooper & Schindler, 2003). On the other hand, this visibility can have disruptive effects on the conversation partner if they orient themselves in a certain direction. This disadvantage can be diminished by using an interview protocol and by the awareness of the interviewer of this effect (Emans, 2003). Face-to-face interviews were selected due to the nature of the data collected and the participants selected for interviews. A face-to-face interview is essentially a two-way conversation initiated by the interviewer to obtain information from a participant (Cooper and Schindler, 2003). Face-to-face interviews are the most appropriate data collection method because synchronous communication allows for more spontaneous responses from the interviewee (Kvale, 1983).

All oral and written interactions were recorded in the researcher's notes, files, or telephone. Before each interview, the researcher contacted Sinar Harian to confirm the date of the interview. Background study of the research is important because the interviewee often asked the researcher why he

or she was chosen, and it was clear from the information that the researcher had conducted extensive research and was aware of the interviewee's experience. Audio was taped using phones and notes were taken down. The researcher began the interview by explaining the importance of the research, and then provided the key respondent the soft copy of the interview questions. This provides the informant a clearer idea of the interview.

Interview Recording

In open interviews it is difficult to write everything down; Therefore, all interviews were audio recorded (Schwartz and Carroll, 2008). The best interviews are useless if they are not recorded properly. Therefore, it is important to ensure good recording conditions (Dillon, 1994). The researcher recorded all the interviews with the selected toppers Sinar Harian manager using a smartphone.

This double recording method was used to ensure the essence of the information conveyed by the manager. This also allows the researcher to concentrate during the interview and does not have to constantly take notes (Henry, Orcutt, & Parker, 1980). All recorded interviews were reviewed and analysed by the researcher to obtain all data necessary for writing the article (Yin, 1989). During the interview, the researcher will not interrupt the respondents to obtain further information from them.

Scope for Each Manager Surveyed

President for Sinar Karangkrak Group: Firdaus Binti Hussamuddin

Focus: Providing strategic insights and global perspectives on information consumption trends.

Scope:

- An overview of the media landscape in Malaysia and the key challenges and opportunities facing Sinar Harian.
- Discussion on the long-term vision and goals of the Sinar Harian Group to adapt to the digital era.
- Overview of industry trends and emerging technologies that influence the behavior of information consumers.
- Study on Sinar Harian's competitive position and its strategy to maintain its leading position in the market.

Marketing and Branding Manager for Sinar Karangkrak Group: Nik Justin Bin Nik Mohd Ariffin

Goal: Understand reader demographics and preferences.

Scope:

- Analyse circulation statistics to identify reader demographic trends (age, gender, location, etc.).
- The study of marketing strategies to reach different target groups.
- Discuss the effectiveness of various advertising campaigns and their impact on spending.

- Overview of reader comments and reactions to marketing initiatives.

Marketing Executive and Digital Media Manager for Sinar Harian Group: Siti Farihan BintiIsmail

Focus: Examining online information consumption behaviour and engagement rates.

Scope:

- Discover the digital platforms used by Sinar Harian and their popularity among readers.
- Data analysis of online traffic, including page views, time spent on articles and bounce rates.
- Discuss reader interaction with multimedia content such as videos and infographics.
- Overview of the effectiveness of social media channels in driving traffic to the Sinar Harian website and increasing engagement.

The aim of the study is to survey managers from various departments of Sinar Harian, including the CEO of Sinar Harian Group, to gain a comprehensive understanding of reader behaviour and preferences across different platforms and content formats. Insights from these interviews will contribute to a deeper understanding of the news consumption patterns of Sinar Harian's diverse audiences and inform future editorial, marketing and digital strategies.

Data Analysis

Three top managers from the well-known newspaper company Sinar Harian were interviewed in order to learn more about the characteristics of human behaviour when consuming news. These managers provided real-world examples and data gleaned from Sinar Harian newspaper circulation statistics. The conversations covered a wide range of topics and offered insightful viewpoints on how people in diverse groups interact with the news. The managers' views and experiences within the organisation provided the insights, which provided a deeper understanding of reader behaviours. Managers from a variety of backgrounds participated, which added to a thorough understanding of the nuances of news consumption among Sinar Harian's audience.

Conclusion

Overall, the discussions and ideas presented in this chapter provide a comprehensive understanding of how Sinar Harian has adapted to the challenges of the digital age in Malaysia. Through proactive measures such as technology adoption, quality content creation and audience engagement initiatives, Sinar Harian has demonstrated resilience and innovation in the face of industry challenges (Maiden, 2024). Going forward, continued innovation and strategic collaboration will be critical for Sinar Harian to maintain its competitive advantage and relevance in an ever-changing media landscape (Hussamuddin Yaacob, 2024). By leveraging digital transformation and supporting interactive communication

models, Sinar Harian positions itself as a dynamic player in an evolving media ecosystem, ready to respond to the changing needs of readers and stakeholders (Farah Hussamuddin, 2024).

This study contributes to a deeper understanding of the adaptation strategies used by Sinar Harian and provides valuable insights into the dynamic interplay of technology, media and audience engagement in contemporary newspaper publishing. As Sinar Harian evolves in response to new trends and challenges, it must remain flexible and responsive to changing audience preferences while maintaining its core values of transparency, neutrality and journalistic integrity (Suhaimi, 2024). Through continuous innovation and strategic adaptation, Sinar Harian can navigate the complexities of the digital age and establish itself as a leader in Malaysia's evolving media landscape (Raslan, 2019).

Appendices



Figure 1 Ms. Firdaus, President of Sinar Harian Delivers a Speech to the MMU Postgraduate Student.



Figure 2 Mr. Nik Justin Shares his Experiences of 20 years at Sinar Harian.



Figure 3 Ms. Siti Farihan Binti Ismail Tells the Story of Sinar Karang Kraf's Development since 2006.



Figure 4 Offset Plate Processing



Figure 5 Offset Printing Process



Figure 6 Colour Correction Process



Figure 7 Mr. Maiden Explaining the Web Printing Process



Figure 8 Web Paper Roll



Figure 9 An Example of a Printed Newspaper in Sinar Harian



Figure 10 Graphic Design Department

References

- [1] Agboola, A.K., 2014. The influence of new media on conventional media in Nigeria. *Academic Research International*, 5(4): 105-113.
- [2] Hassan, I., M.N. Latiff and E.S. Atek, 2015. Reader's Motivations towards online newspaper reading in northwestern Nigeria. *International Journal of Academic Research in Business and Social Sciences*, 5(8): 197-209.
- [3] Hassan, I., M.N.L. Azmi and E.S. Atek, 2015. Measuring readers' satisfaction with online newspaper contents: A study of daily trust. *American Journal of Innovative Research and Applied Sciences*, 1(8): 304-311.
- [4] Jaworski, A., & Coupland, N. (1999). *The discourse reader*. London: Routledge. McNair, B. (2006). *Cultural Chaos: Journalism, News and Power in a Globalised World*. London: Routledge.
- [5] Mohd Azizuddin Mohd Sani. (2005). Media freedom in Malaysia. *Journal of Contemporary Asia*, 35(3), 341-367.
- [6] Mohd Hilmi Hamzah, Norhafezah Yusof, Azahar Kasim, Kamarudin Ngah, Jamaludin Mustaffa & Zaherawati Zakaria Hamzah. (2013). Nvivo approach and content analysis in media flow analysis and alternative selected prime: Permatang Pauh by-election. *Asian Social Science*, 9(15), 84-92.
- [7] Mohd Safar Hasim. (1996). *Akhbar dan kuasa: Perkembangan sistem akhbar di Malaysia sejak 1806*. Kuala Lumpur: Universiti Malaya Press.
- [8] Mustafa Anuar. (2005). Politics and the media in Malaysia. *Philippine Journal of Third World Studies*, 20(1), 25-47.
- [9] Mustafa, K.A, 2005. Politics and the Media In Malaysia. *Kasarinlan: Philippine J. Third World Studies*, 20 (1): 25-47.

- [10] Plesner, U., 2009. An Actor-Network Perspective On Changing Work Practices Communication Technologies As Actants In Newsworld. *Journalism*, 10 (5): 604-626.
- [11] Plesner, U., 2010. The Performativity of "Media Logic" In The Mass Mediation Science. *Public Understanding of Science*, 1 (15): 1-15.
- [12] Raslan Kasim. (2008, June 24). Hussamuddin, the new power broker. Accessed 1 March 2014 from <http://www.thestar.com.my/Story/?file=%2F2008%2F6%2F24%2Ffocus%2F21633604&sec=focus>
- [13] Richardson, J. E. (2007). *Analysing newspapers: An approach from critical discourse analysis*. New York: Palgrave Macmillan.
- [14] Rodan, G. (2005). *Transparency and authoritarian rule in Southeast Asia: Singapore and Malaysia*. New York: Routledge.
- [15] Sajjad, Z., 2013. A study on latest trends in E-newspapers and E-news services in the electronic Era. *International Journal of Marketing, Financial Services and Management Research*, 2(2): 120-132.
- [16] Salman, A., F. Ibrahim, Y.H.A. M., N. Mustaffa and M.H. Mahbob, 2011. The impact of new media on traditional mainstream media. *Innovation Journal*, 16(3): 7-21.
- [17] Smith, S. and J.A. Hendricks, 2010. *New media new technology, new ideas or new headaches* (Ed). The twenty-first century media industry: Economic and managerial implications in the age of new media. New York: Lexington Books. pp: 3-21. Tommy, S., 2014. Nigerian newspapers and survival in the digital age: African trends. *Rhodes Journalism Review*, 1(34): 88-90.
- [18] Tiffen, R., 1989. *News and Powers*. Sydney: Allen and Unwin.
- [19] Van Loon, J., 2002. *Risk And Technological Culture: Towards A Sociology of Virulence*. London: Routledge.
- [20] Wang, Lay and Kim, 1998. Ownership As Control. *Development. Dialogue. 2. The Journal of the Dag Hammarskjod Foundation*, pp: 61-84.
- [21] Wan Rohila Ganti, Nurul Saadatun Nadiyah Mohd Ngah & Ilyas Abdullah Ganti. (2013). The Neutrality of Sinar Harian Newspaper in Malaysian Politics. *World Applied Sciences Journal*, 28(11), 1481-1487.
- [22] Weiss, M. L. (2012). *Politics in cyberspace: New media in Malaysia*. Berlin: Fesmedia Asia.
- [23] Wong, M. F., & Lian, M. L. (2011). "Vote for me!": A content analysis of news reports leading to the 12th General Election political communication. *The Journal of South East Asia Research Centre*, 3(1), 31-47.
- [24] Zaharom, N., 2002a. *The Structure OfThe Media Industry: Implications ForDemocracy*.
- [25] Zaharom, N., 20026. *The Media And Malaysia's Reformasi Movement*. in Heng, R. HK. . and Stiftung, K.A., *Media Fortunes, Changing Times: Asean States In Transition*. Singapore: Institute of Southeast Asian Studies.
- [26] Zaharom, N., 2004. *Newspaper Concentration Ownership In* Thomas, P., Zaharom Nain and P. Golding (Eds.), *Who owns The Media? Global Trends and Local Resistances*. Penang (Malaysia): Southbound.

Acknowledgment

The author wishes to thank the staff and management of Sinar Harian for their invaluable support and insights during this research. Special appreciation goes to colleagues and mentors for their guidance and feedback.

Funding Information

The author received no funding from any party for the research and publication of this article.

Authors' Bio

Muhammad Hasanuddin Bin Dzulkafly is an education service officer at the Ministry of Education Malaysia, currently working at Sekolah Kebangsaan Air Baruk, Jasin Melaka. He is also a graphic designer, photographer, videographer, animator, director, and photo manipulator, with over 10 years of experience in both education and industry. Throughout his career, Hasanuddin has contributed to numerous television shows for ASTRO, Media Prima, and Radio Televisyen Malaysia (RTM). His passion for the arts has led him to serve as an advisor and mentor to lecturers and film and animation students at Kolej UNITI and MeaTech College.

Dr. Soo Wincci is an Associate Professor at the Faculty of Music, Universiti Teknologi MARA (UiTM) Malaysia, and currently teaches at Multimedia University. She is pursuing a PhD in Art: Production and Research at the Polytechnic University of Valencia, Spain, and holds multiple degrees, including a Master's in Music Production from Berklee Valencia and a PhD in Business from Open University Malaysia. With extensive experience in the music industry, Dr. Wincci conducts lectures on Music Business and Technology, produces music and academic journals, and oversees PhD students. As a digital brand strategist at Inwinccible Box Sdn Bhd, she manages projects, creates online content, and engages in artist performances and virtual classes, reflecting her dedication to education and the arts.