

Challenge of Southeast Asian Newspaper Sustainability, Digitalisation, Mediatisation, and Environmentally Friendly for Gen Z: Imagining the Ideal Newspaper among Gen Z

Dr .Daniel Susilo

Faculty of Communication Science, Universitas Multimedia Nusantara Jakarta – Indonesia

Abstract

Rapid changes in digitalisation and environmental awareness for Generation Z being problematic for major newspaper publishing in Global (Lotriet, 2018; Pruckner & Sausgruber, 2013; Slaatta, 2015). Generation Z as a game-changer during COVID-19 pandemics really vocal to buzz about environmental sustainability (Djafarova & Foots, 2022; Giachino et al., 2022). They would tend to consume anything related to green purchasing (Ivanova et al., 2019). The newspaper that printed the paper claimed to be one of the contributed sources of waste and not so environmentally-friendly (Lozano-Medina et al., 2018). The drastic behavioural changes in Gen Z newspaper consumption are also being recent discussions on related to the Newspaper continuity and organisational sustainability (Susanti & Albab, 2020). Some research shows that generation Z consumed the content from Newspapers that relayed some of the content on social media (Dunas & Vartanov, 2020; Kristensen & Solvoll, 2019; Susanti & Albab, 2020). This mode is taken by newspapers as the mode of survival towards the declining reader and also part of cost-cutting against the COVID-19.

This project would answer the following research question:

- a. What is the major reason for Gen Z in Southeast Asia to consume the media? Is the environmental friendly being the significant issue to choose the media consumption? And how much is the significance compared to another variable?
- b. How does the Media's survival work and making deal with the demand for Gen Z environmental-friendly media?
- c. What kind of the ideal newspaper from the Gen Z imagination?

The researcher proposes a digital survey among 2000 Gen Z respondents across Southeast Asia (Survey already conducted on May-June 2022). The composition and distribution of the



countries created equally represent the population of Ten Southeast Asian countries, including Indonesia, Malaysia, Singapore, the Philippines, Thailand, Laos, Cambodia, Vietnam, Myanmar, and Brunei Darussalam. The Digital survey will be utilised to answer Research questions a and c. The Case study approach was also used to answer the research question b. The researcher will interview five Editors of leading newspapers across Southeast Asia.

The researcher right now conducting interviews with five Editors in Chief of Southeast Asian leading newspapers via Zoom to collect qualitative data. The Postdoctoral Activities (Visiting Research) to Vrije University Amsterdam to finalise the Data analysis and Paper writing.

Keywords: gen z; newspaper; environment