



Competitive Dynamic between Individual Behaviors of the Mass Media Industry

Yogi Yunanto¹, Fendy Suhariadi² and Praptini Yulianti³

^{1,3}Fakultas Business Economics, Airlangga University, Surabaya-Indonesia

²Fakultas Psychology, Airlangga University, Surabaya-Indonesia

yogi.yunanto-2017@feb.unair.ac.id

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Abstract—Competitive behavior is also a major factor in the competitive media industry is now getting very tight. This is caused by the print media competition with online or Internet-based media in getting news and advertising to attract participants from readers. This research method uses historical depth case study intended to produce an institutional explanation of the characteristics of the typical behavior shown by principal component analysis. The study also incorporates the classical approach to the historical focus on qualitative interpretation of data, In order to survive, the print media should be able to maintain the credibility and public trust on the information presented is now more attractive and more accurate. The print media began to be threatened because of the rapid development of emerging online media via internet access has encouraged people to seek to access online media simply and easily via mobile phones or gadgets. Connoisseurs of the print media loyal readers will turn to online news media. Reality has happened would threaten the print media industry, but the print media already have the characteristics of the first, namely: the news that is always clear, complete and detailed, online media faster and more sophisticated to broadcast news and always up to date but the online news can only be enjoyed by using the sophisticated tool not all communities have the tools and not all people can use sophisticated technology to always follow the news online.

Keywords: Competitive dynamics, the mass media industry, technology

INTRODUCTION

Nowdays, competitive in some aspects both in business affair and education had been a characteristic of certain agency. Research in the field of strategic management has improved several perspectives in understanding the competition, such as industry organizations (M, 1996), Which is based resource (Wernerfelt, 1984) dynamic capability perspective (Teece, Pisano, & Shuen, 1997) and competitive dynamics (Smith & Barclay, 1999), In the perspective of the dynamics of competitive dynamics that stand out from the rest is seeing competition as the interaction between the organization contenders (Smith, Curtis & Grimm, 1991), The question is how to understand the process

that generates the competitive behavior of organizations and results are given. According to the previous dynamic competitive research, the process of formation of the competitive behavior of individuals not only involves intention and cognition manager (Chen, 1995) but also the use of existing capabilities (Ndofor, Sirmon, & He, 2011), These two elements are combined in the framework of awareness-motivation-capability (AMC) (Chen & Su, 2007), The tradition of the dynamics of competition has been widely adopted as the main theoretical perspectives to use theory and predict competitive behavior.

According to the AMC framework, to initiate a competitive action of an organization, decision-makers must be the first to recognize the opportunity to perform certain actions and

then be motivated to perform an action (Williams & Williams, 2007), Finally, the organization as a whole must have the ability to take action even though not all studies on the competitive behavior of companies explicitly use the framework of the AMC, largely contribute in managerial decision making (A and M) and the ability to direct the organization's competitive behavior and competitive performance (Lamberg, 2016).

An alternative approach proposed by the (Lamberg, 2016) rooted in the new institutional economic (NIE), which saw economic behavior that is determined by the rules and institutions that have organizational governance (Williamson, 2000), Although there are some exceptions (Livengood & Reger, 2010) action-based literature on competitive strategy has regarded the competition as a reaction to events in the market environment directly, thus excluding the possibility of action that can happen is interpreted to reflect the institutional environment companies are already embedded (Zenger, et al, 2000), It was the most prominent exception to this dominant view is the recognition of conformity typical behavior in an industry, with a 'continuation of tradition' and 'industry experience' as a contributing factor (Chen & Miller, 2012).

Competitive behavior is also a major factor in the competitive media industry is now getting very tight. As this becomes more intense competition caused by the print media to online or internet-based media will get news ads that will attract the sympathy of the reader. In the last four years it is known that people who access the print media has declined, this can be seen in the table below.

Table 1

The population aged 10 years and above and who have access to the mass media (%)

Indicator	2003	2006	2009	2012
Hearing Radio	50.30	40.27	23:51	18:58
Watching television	84.95	85.87	90.28	91.69
Reading Newspaper/ Magazine	23.71	23:47	18.95	17.67

source: (BPS, 2015)

As presented in Table 1 above, the

population aged 10 years and above and who have read the print media (newspapers / magazines) actually continued to decline since 2010 until 2019. In fact, the survey results (Livengood & Reger, 2010) show that in 2012 neutralizing the newspapers fell by 13.3%. However, they are accessing online or watching television instead it showed a rising trend.

This kind of condition is to be a threat but also an opportunity for the print media Jawa Pos and Kompas which today has become the leader of the print media market. This is evidenced by (Mantzavinos & North, 2004) Consumer & Media View (CMV) published the results of the third quarter of 2017. The survey of Jawa Pos ranked first category Top Daily Newspapers. Jawa Pos has a reading level reaches 842 000 readers. The second order is a compass with a readership of 751,000.

Although Indonesia has entered the digital era, the newspaper will still have a strong position in society (Williams & Williams, 2007), Jawa Pos has undertaken a substantial program for many years and have a very high commitment to success in cooperating with talented young people, either through newspapers or through the pages print off activities, such as detection program (Mantzavinos & North, 2004), Namely the attempt to detect a strategy that is complete to find the target, cooperation, and retain loyal readers hobby. In 2010, Jawa Pos create brand activity detection in the form of the basketball competition at the high school level Surabaya. The young child's response is quite large. This is the forerunner to the DBL Development Basket League (DBL) which is famous today. In fact, after the success with the detection, Jawa Pos create pages targeting the community For Her young woman urban and Life Begin at 50 that target mature adult community (North, 1994).

The purpose of this study is to provide an institutional explanation for the behavior patterns of historical contingency. We build our theorizing on comparative setting in which we observe the competitive action of two different companies: the Jawa Pos behavior "strategy as an option" (M, 1996) specifically for the print media have diverse market segments of circles and a compass that shows a totally different behavior in terms of the level of mastery of the media industry. In line with the work (Carden, 2013), Then the problem researchnya is what economic problems faced by Java Post by acting in the market and what

is not in accordance with their institutional environment that explains the behavior of their competition we explain the reasons that drive strategic decisions and development capabilities as interplays of path dependence (Pierson, 2000) at three levels: informal institutions, which regulate the structure of the transaction, and the sharing of knowledge among the industry elite.

Competitive dynamics research continues with theoretical ideas about the relationship between processes that drive competitive behavior and institutional and historical context in which the actions of the company embedded (Chen & Miller, 2012). As a result, the mechanisms underlying the associations were identified between the different variables remain largely implicit. According to (Chen, 2012) a path that can be moved forward in this case will affect communication theory-oriented theory, which has a well-established tradition of expressing economically embedded behavioral phenomena mechanically. Until recently, the idea of institutional strategies for action based competition basically improve people's behavior in accordance with the existing industry norm, which is 'average' competitive behavior (Podolny, 1993).

Some of the competitive dynamics literature focuses on micro-economic transactions and significance relationship between the organization and the surrounding institutional environment, a perspective that is informed by the NIE will change this setting in reverse. New Institutional Economics saw competitive action as a 'third energy savings (Williamson, 2000) or 'strategy' (Williamson, 1991), which is determined by the first-order and second order are set, namely, formal and informal institutions and governance structures. The position of competitive action this as a specific layer within a larger institutional system questioned many explicit and implicit assumptions regarding the decision-making criteria in the competitive dynamics literature and has the potential substantially theoretically strengthen the literature. The model of our institutional processes that lead to a very clear context of competition, mainly triggered by (Williamson, 2000) and (North, 1994) see also (Greif, 1993). The main element is a model of competitive action which is embedded in an institutional context and the specific governance structure, on the one hand, and restrictions on these effects by companies that suit their operations on the other side (Greif & Laitin, 2004).

The first difference between the dynamics

of competition and rationality regarding the NIE literature in general and in particular the definition of exchange problems. In the literature of the dynamics of competition, problems that encourage efforts to remain in the market directly: the need to maximize short-term profits relative market that benefit the competitors compete with the same customers (Williams & Williams, 2007). Typically, the purpose of such behavior is operationalized in terms of market share (Ketchen, Snow, & Hoover, 2004). On the one hand, the company's main goal is to be minimize adverse response against their own actions. On the other hand, this destination is assumed involve defense against losing one's market position in the face of the threat of peer action. Thus, the key trigger for the competitive action is maximization (implicit) of the company's share of the customer's purchase and sometimes requires the ability to get financial management capability (Williamson, 1991).

NIE literature took a substantially different attitude about rationality and managerial cognition. Such that (Langlois, 2013) summarized in his review of the book (Carden, 2013), NIE trying to explain the puzzle is in response to the charges, limitations, and scarcity faced by economic actors. 'Therefore, from the perspective of NIE, organizational actors - entrepreneurs, managers, and others - observe and interpret the institutional environment and contracts that guide the actions and act accordingly (Silverman, 2016), according to (Mantzavinos & North, 2004) a further emphasis on recognition and blasphemy (Robertson & Langlois, 1994) as the appropriate mechanism to ensure better behavior than others. Mental model is a cognitive tool 'in the sense that the actor considers institutional and environmental elements in their contracts related to economic transactions that result in, for example, decisions regarding competitive behavior (Teece et al., 1997).

Literature competitive dynamic was very attentive to the specific nature of the corporate governance structure. Environmental contract company is considered primarily transactional space between competing companies, their customers (Williams & Williams, 2007). And sometimes suppliers of resources (Eliram & Tate, 2013); Individual studies focus on the differences between companies (Chen, 1995) and cooperative relationship between them (Gnyawali & Madhavan, 2001). For example, it has been found that the implicit social contract (ie, mutual understanding) (Yu &

2013), While news such as newspapers or newspapers tell the story as a contextual and depth to hypnotize readers, in the event of an incident such as the current print media will be trying to convey in more detail starting from the beginning of the incident, the cause until the measures have been carried out in order to cope with the incident (Chen & Miller, 2012).

Even among the print and online media will synergize to deliver information more complete and diverse and rich information up to date for the mass media has a concept of providing news and different deliver (Williamson, 2000), In answer to the target audience needs that must be met, then the print media will still be able to maintain in because having segmentation particular of the online media that can reach all of the mass of the lower classes, medium to the upper of the evidence there can be conclude following which the print media industry can survive given the need for the reader's interest more accurate information and in-depth (Langlois, 2013),

Designing online media to create a print newspapers that have been published to the modern digital version. Press company already implements many such tactics one compass, loyal customers or readers who have subscribed to buy a print newspaper is now able to directly access the sam edition newspaper digital version or E-paper (North, 1994), Notably its online by means scan the barcode that has been printed on the printing paper while also subscribers or readers can also enjoy access to facilities newspapers and newspaper afternoon extra edition if it does have a print newspapers at the same time or day. Consider reducing the amount of circulation of the print media to make another answer to defend (Williams & Williams, 2007),

CONCLUSION

The print media began to be threatened because of the rapid development of emerging online media via internet access has encouraged people to seek to access online media simply and easily via mobile phones or gadgets. Connoisseurs of the print media loyal readers will turn to online media (Carden, 2013), Reality has happened would threaten the print media industry, but the print media already have the characteristics of the first, namely: the news that is always clear, complete and detailed, online media faster and more sophisticated to broadcast news and always up to date but the online news can only

be enjoyed by using the sophisticated tool not all communities have the tools and not all people can use the technology to always follow sophisticated online news (Chen, 2012)

Technological advances in the media industry to change the real state of 180 degrees in the field, with a very low cost and affordable every internet user now can basically create their own media more pitch up to date they could carry out such work all the functions of journalism itself (North, 1994), Began to prepare plans to write the results reporting coverage, edit it'll be interesting and contain up to start spreading the word that has been ready to various internet sites or web blogs are available for free access.

Thus the practical work can be done anytime and anywhere that everyone who has access to the internet then it can be said with impromptu journalists despite the resulting quality is still doubted (Chen & Miller, 2012).

To still be able to survive the print media should be able to maintain credibility and confidence in the information that has been presented (Williams & Williams, 2007), Reputation, credibility and public confidence will be built by the spirit of professionalism that ethical journalism is journalists provide information factual dish properly verified. Bids for the print media can survive (Teece et al., 1997) said that if the print media to survive it must change if it does not want eliminated, one of which must be pursuing a strategy that must be implemented print media order to survive. Now the print media if they want to survive must change the form of newspaper media into electronic media

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