



Challenges and Political Economy Policies of Media in the Society 5.0 Era

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ABSTRACT

The imminent era of Society 5.0 will undoubtedly bring significant changes and challenges, particularly in the realm of communication and information technology. The purpose of this study is to delve deeper into the challenges facing mass media entering the era of Society 5.0, and the steps and political and economic policies that media companies can take to prepare for this era. This study utilizes a literature review method, drawing on expert opinions on media transformation in the digital age. The results indicate that the biggest challenge facing mainstream media in facing the era of Society 5.0 is the development of digital media and artificial intelligence (AI). To face these challenges, mainstream media needs to undergo media transformation, also known as mediamorphosis, which consists of coevolution, convergence, and complexity. This transformation not only changes the form of media but also requires a shift in the mindset and political economy of media companies. To support this media transformation, government regulatory support is also needed. Improving digital literacy skills is also necessary for the public as an effort to counteract the impact of digital media on society. This article is expected to contribute to media development and address societal issues in facing progress in the upcoming new era of 5.0.

Keywords: Society 5.0, Mediamorphosis, media political economy, digital media

INTRODUCTION

The Society 5.0 era is a development of the Industrial Revolution 4.0 that we are currently experiencing. Indonesia is now moving toward entering the 5.0 era, which is predicted to occur in 2045. This is far behind Japan, which has entered the Society 5.0 era since 2019 (<https://www.kompasiana.com/rizkikhakiki>). This may be due to the more advanced development of human resources (HR) that are better prepared to live integrated with technology and innovation. The development of digital-based technology, which has given rise to Artificial Intelligence, is said to be able to solve most of life's problems, so it is hoped that a more prosperous society with a higher quality of life will be realized in the future (Fukuyama, 2018). The question then is whether Indonesia is ready to face this.

The rapid development of technology and the integration of humans and technology within a society will certainly not only provide convenience and improve the quality of people's lives. There will undoubtedly be many challenges to face, especially in Indonesian society. One thing that needs to be prepared in our society today is the readiness of the community to accept transformation in all sectors of life. One of the transformations that Indonesian society must face in entering the 5.0 era is in the field of Information.

In the 4.0 era, our society has been using internet-based digital communication media. This has certainly brought convenience to the public in obtaining information and communicating. Communication and information technology are developing very rapidly, which has certainly changed many aspects of society to this day. For instance, we can communicate face-to-face with people who are physically separated through social media technology. Someone can discuss, make friends, and obtain information more quickly through social media and online news on the internet. However, we must also acknowledge that many negative things have arisen from the development of communication and information technology, such as the spread of hoaxes, making it difficult to distinguish between true and false news. Arguments, insults, hate speech, and twisting of hatred can also be carried out through social media. These are certainly challenges faced in the current 4.0 era.

The development of information and communication technology in the 4.0 era, which has produced new media and internet-based social media, will certainly continue to develop in the coming Society 5.0 era. An era where humans will coexist with

technological devices in their lives. One aspect of this is the transformation of information. This will certainly greatly affect the existence and role of mass media in society. Mass media referred to here are mainstream media or conventional media, consisting of electronic media such as television and radio, as well as print media consisting of newspapers, magazines, tabloids, etc. As we know, the development of communication and information technology has caused mainstream media to be gradually abandoned by their audiences. They are more comfortable using social media or seeking information through online news on their mobile phones. This not only impacts the economy of media industry companies but also the quality of information presented to the public. The abundance of information on online media makes the audience confused about which news is correct and accountable. This will also affect people's lives. Too many fake news circulating in society will damage the social order and threaten the stability of community life. Certainly, the challenges related to mass media and its audience will be heavier and more complex. Based on the explanation above, the author wishes to discuss in more depth what the challenges are for mass media in entering the Society 5.0 era and what steps will be taken to face this era.

RESULT AND DISCUSSION

Beberapa tantangan dari media massa dalam menghadapi era society 5.0 diantaranya adalah

Some of the challenges for mass media in facing the Society 5.0 era include:

1. Audience Shift and Its Impact on Media Political Economy and Society

One of the challenges for the mass media industry in the Society 5.0 era is the shift of a large portion of the audience to online media, especially millennials and Gen Z, in seeking information. A number of surveys show that the position of newspapers is starting to be eroded by online media penetration (Putra, 2019). Survey results indicate that the reading habits of Indonesians are shifting. The rate of personal newspaper purchases has also been declining from year to year. According to the survey, newspapers currently rank only fifth as a source of information. Conversely, the internet has become the third choice for the public to obtain information (Nielsen Consumer and Media View). The question then is whether all audiences will switch to using online media, and will the print media industry collapse? Looking at the opinions of several media experts and media leaders, they are optimistic about the media business. Vivian John (2008) stated that newspaper readership has indeed declined drastically but will not die. Data from a survey conducted by Nielsen Consumer and Media View shows that newspaper readers still exist. One reason they still seek information from newspapers is the accuracy of news in newspapers compared to news on online media (Putra, 2019). It is also explained that newspaper readers are in the 20–49 age group.

The problem now is that although mainstream media still exists with very minimal users, media company management will find it difficult to cover the operational costs of the print version. The lack of readers certainly affects the purchase of advertising space in newspapers. This will certainly affect media operational costs, such as paying employees and other expenses. In the era of digitalization in the Society era, it will certainly reduce the workforce in the media production sector, such as employees in the printing and newspaper distribution departments. Distribution in this case includes newspaper delivery workers who deliver newspapers to customers and retailers. This can certainly add to the burden of unemployment in society. As we know, media workers in the printing and distribution sectors are among low-level workers, most of whom do not have special skills to work independently in society. They are also among those who do not have the capital to create new job opportunities for themselves. Therefore, losing their jobs significantly affects their economy.

It is also said that Society 5.0 will be characterized by the development of AI (Artificial Intelligence) and the use of robots to replace human labor. This can be used in mainstream media industries as well as in online media. It is not impossible that the role of journalists who constantly cover various places will be replaced by robots or other digital-based devices. Big data systems can also make it easier for journalists to find information. Thus, the role of journalists in gathering news in the field can be replaced by these technologies and innovations. If their roles are indeed replaced by robots, big data systems, and digital-based AI, this certainly needs special consideration and early anticipatory policies.

Recently, we have seen news about massive layoffs in nationally scaled media companies. This certainly creates new problems in the socio-economic field in this country. This illustrates the inability of mainstream media companies to adapt to changes in the current digital era. It is undeniable that digitalization currently plays a significant role in reducing opportunities and jobs in society. An increasing population, coupled with an inadequate number of jobs, will result in reduced employment opportunities, which will in turn lead to an increase in unemployment among the productive age group. This situation can lead to an increase in poverty levels (Jhingan, 2010). This phenomenon can also create new problems for Indonesia's economic growth rate.

The economic policies implemented by the ruling leaders must be able to address various fundamental problems occurring in a country or region, especially in the employment sector. Currently, the fundamental problem facing Indonesia in the employment sector is the surplus of labor and the small number of job opportunities created in each sector, resulting in high unemployment. In addition to the imbalance between the rate of increase in the labor force and the movement of job opportunities, it turns out that due to technological developments, the prerequisites required for new job opportunities are not met by job seekers. This means that the quality of the unemployed

does not meet the requirements of available vacancies, or in other words, our current potential workforce does not yet have sufficient skills to face the advances in communication and information technology used in today's workplace. Thus, it can be said that the large number of media workers losing their jobs due to media digitalization is a problem that needs the government's attention by issuing appropriate economic policies, because poorly managed unemployment is a waste that becomes an economic burden on society.

One step that mainstream media companies need to take today is to adapt to the digital era and prepare themselves to enter the Society 5.0 era. Media companies must maintain their existence by undergoing mediamorphosis. Mediamorphosis is a form of media transformation. According to Fidler (2003), mediamorphosis can be caused by complex interactions between the needs expected by the public, competitive and political pressures, and social and technological innovations. Changing some policies means redefining the direction of media political economy policy. The Mediamorphosis concept developed by Fidler consists of three concepts: coevolution, convergence, and complexity.

The concept of Coevolution put forward by Fidler in this case is that the emergence of new media in this digital era does not replace the position of existing mainstream media, but rather new media is an alternative media resulting from the diversity and advancement of technology in this era. The emergence of new media in society provides the audience with more varied media choices. The concept of Convergence within the framework of mediamorphosis is to provide consumers or audiences with better, cheaper, faster, and more communication technology. Meanwhile, the concept of Complexity can be explained as a combination of old ideas that are the result of adaptation with new ideas, thus producing a more perfect technology to further enhance convenience and progress in communication.

In addition to the efforts made by media companies to survive amidst the onslaught of the digitalization era, the government also needs to establish policy directions related to current media industry activities. The government needs to create adequate regulations to address the problems of mainstream media today, such as rules that facilitate the transformation of mainstream media to develop the media industry into the digitalization field, both in terms of licensing or business capital support, network ease, and technology support policies, as well as providing skills training for the workforce in utilizing communication and information technology.

2. The Shift to Online Media Has the Potential to Spread Unaccountable and Provocative Information

The Society 5.0 era, characterized by the blending of humans and technology, makes every individual inseparable from digital technology, including in accessing information. This has resulted in a shift from mainstream media to online media in information seeking. The nature of online media, which is freely accessible, fast, and has a two-way pattern where communicators can also be communicants in online media, is unlike mainstream media, which is one-way so that audience feedback is delayed. This results in the free circulation of a large amount of information that is sometimes anonymous and unaccountable.

One of the characteristics of new media or online media is that the gatekeeper function in online media does not work as it does in mainstream media. Gatekeepers in mass media (newspapers, TV, etc.) will filter and check the truth of news or information before the editorial board publishes or broadcasts the information to the public (Tamburaka, 2013). This is one of the causes of the widespread circulation of hoaxes that cannot be accounted for. In addition to hoaxes, online media users are also free to spread hate speech and twisted hatred to the audience. This will certainly damage the order of life in society. Hoaxes, hate speech, bullying, and twisted hatred can cause conflicts or disputes between individuals or groups in the virtual world. These conflicts can also spread to real life in society, manifesting in physical open conflicts.

In addition to the challenges above, the development of online media has led to the emergence of the citizen journalism phenomenon in society. While this can speed up the spread of information in the media, it needs to be addressed wisely because citizen journalism will cause an abundance of messages, making it difficult to sort and detect the truth of information circulating among the public.

3. Strategies to Face Mass Media Challenges in the Society 5.0 Era

Based on the explanation above regarding the challenges we will face in the Society 5.0 era, in this section the author will discuss what we can do to face the Society 5.0 era. As explained above, to adapt to the current digitalization era, media companies need to undergo mediamorphosis, and the government needs to create political-economic policies to address problems that may arise in society. Media companies are required to be more creative in finding strategies to penetrate the audience. For example, newspaper media can no longer rely solely on the print version but must have an online version on internet-based media or innovate by creating an e-paper version. We can see this in Kompas Media, which now has an online news version, Kompas.com, and creates an e-paper version. This effort can increase the purchase of advertising space in the media, thereby keeping media operational costs stable. Another example is in broadcasting on radio and television media; they need to create streaming media that can be accessed via the internet. One effort to encourage media to be more advanced in their media management is for the government, especially the Ministry of Communication and Informatics

(Kemendigi), to make policies for radio and television broadcasting institutions to create streaming versions of their broadcasts. This policy can be applied to broadcasting institutions when processing broadcasting permits and frequency permits at the relevant institutions.

The core of information transformation by media companies is to try to keep up with the development of information and communication technology by innovating in that field. Adapting to the needs of Society 5.0, which is inseparable from their gadgets, by creating accurate, fast, and practical access to information. These characteristics are the traits of society in the 5.0 era. Media companies must innovate if they do not want to be eroded by the pace of digitalization; if they do not reform, they will be swept away by the tide of globalization.

Based on the concept put forward by Fidler regarding media metamorphosis, creating a digital version by making digital accounts on social media is not enough to solve the problem of media digitalization. Media companies need to make major changes, including in mindset. Changes need to be made including in the political economy policy of a media outlet. Media must start trying to reduce high production costs. Stopping media expansion but focusing on shifting to new media. Mainstream media owners must change their mindset to digital media, where this type of media must be more agile in reaching the audience. The content created is no longer one-way, where all elements in digital communication can be communicators who produce content while also acting as communicants. Major changes also need to be made, where the hallmark of digital communication is the use of influencers or buzzers as amplifiers of an issue or content on social media; this strategy can be adapted by mainstream media practitioners who want to undergo mediamorphosis, of course while still paying attention to the journalistic code of ethics.

Efforts to improve the quality of human resources also need to be enhanced. All media HR must be able to adapt to technological and communication developments. The digitalization of mass media certainly requires HR that are not technologically illiterate, so they will still be able to follow the developments and innovations in media technology that will continue to run alongside the development of communication and information technology. Improving the quality of human resources is not only done at the management level at the medium level but also applied at the lower levels, such as employees in the printing or distribution sections.

In addition to transformation in mass media management, what needs to be done to face the challenges in the Society 5.0 era is to provide an understanding of media literacy or digital literacy to the public. This is important to provide the community with the ability to sort and analyze all the information they get on unlimited online media. With media literacy skills, they can filter hoaxes and be wiser in responding to information they

receive in the media. This is certainly an effort to prevent conflicts or disputes in the virtual world and in the real world.

Another effort is for the government to formulate ethics in online interaction. Although this is rather difficult to implement given the nature of online media, which is very open and difficult for the government to control, it is not impossible to implement so that the use of online media can be controlled, especially when entering the Society 5.0 era, which certainly has heavier and more complex challenges.

CONCLUSION

Based on the explanation above, it can be concluded that the Society 5.0 era is an era where humans and technology will coexist to face challenges in society to create a better quality of life and improve community welfare. Facing Society 5.0 certainly has challenges. One of the challenges faced is in mass media. The challenges include: 1) The shift in media audience and its impact on the political economy of media and society; 2) The proliferation of online news or online media has resulted in the spread of hoaxes on online media and social media. This can damage the social order.

Efforts that can be made to overcome these challenges are: 1) Conducting mediamorphosis; 2) Improving digital literacy; 3) Transforming media industry management from conventional media to digital media; 4) Creating regulations or ethics in the use of online media that regulate information traffic on social media, such as filtering hate speech, hoaxes, and so forth. This certainly requires government policy intervention in forming regulations that can regulate information traffic and the use of transactions on online media. The role of the Ministry of Communication and Informatics (Kemendigi) as a government representative is highly needed. Although in practice, many problems arise in applying ethics or rules in online media, which is very difficult because sometimes the content comes from abroad and is difficult to control by regulations in Indonesia.

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