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# Culture of Communication in The Space of Co-Working Newsroom of Online Media

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**Abstract**— Technology has driven a change in the mainstream media editorial room towards the digital newsroom. Media that develops models of editorial space integrated with digital platforms has been widely practiced. Including, designing a newsroom work place to support the performance needed by media companies that are adaptive to change. The newsroom or editorial room no longer uses a cubical arrangement, but rather a shared work space. This research uses a constructionist paradigm according to a qualitative research approach with a phenomenological method. The results showed that the co-working space newsroom accelerated the coordination for the production of “breaking news”. Communication in the newsroom becomes without bureaucracy, consequently it becomes free of structure and a cross levels. The implication is that the newsroom culture of the co-working space becomes more flexible and fast in collaboration with fellow journalists and writers to raise the latest news issues. Another implication is that the newsroom supports the creative ideas of media actors.

**Index Terms**— newsroom, breaking news, co-working space, phenomenology.

## I. INTRODUCTION

Essentially, communication is the exchange of information and meaning. Humans communicate in a variety of different contexts. Like each other communicating with various cultural groups or subgroups (intercultural communication), or communicating with a large audience (mass communication). However, in order to understand communication, we need to understand the place or context where communication occurs.

Culture as a term is widely used in academic fields as well as in daily speeches and discourse. Ordinarily referring to various concepts and understandings. In its development, the meaning of culture has various dimensions that are constructed of various needs and the use of each field of science, be it the study of anthropology, sociology or communication. For communication studies, culture is often associated with a set of behaviors that a group of people learn together through interactions.

Culture is something dynamic, in the sense of always changing in response to the pressures and influences that go into the entity. Consequently, it implicates the experiences of its members as a result of interacting with other cultures, including the implications of the development of communication technologies on organizational behavior and performance.

Mass Media with newsroom activities is an entity that has its own culture with all its habits. The culture context of newsroom is the norm, practises, habits and workplace routines that create conditions for excellent work or sub-standards (Moore, 2010 [1]; Ryfe, 2009 [2]; Steensen, 2009 [3]; Clark, 2014 [4]). Several other newsroom studies focusing on the culture of newsroom, moreover how it can advance or impede the

innovative use of internet journalists and their willingness to work with journalists from other media in convergent environments (Steensen, 2009 [5]; Sutu, 2016 [6]; Filak, 2009 [7]).

Online media in the digital era has developed media convergence (combining text content/print, video, audio and online) in the editorial room. The newsroom is no longer using a cubical design like in the previous era. The innovation of editorial room provides flexibility in the news production process, while the media has the problem of narrower space limitation. Nevertheless, this issue gives the opportunity to create a communication culture of editorial space that is conducive to the editing atmosphere to be more relaxed, as well as the dominance of young workers aged between 20-30 years.

IDN Times Indonesia Media (<https://www.idntimes.com/>) until the end of 2019, has 220 permanent employees, 100 contributors, moreover 60 thousand community members. Market share the age range is 7-35 years, with the motto "*work hard, have fun, make a difference moreover change is the only constant. Embrace it*". The news work space depicts and adopts the values of millennial, which changes are the only ones that remain or are constant. Because of this, online media needs to embrace for its generation.

Meanwhile, Pasangmata.detik.com media publishes news in the form of text, photographs and videos of its members as a direct contributor. Anyone can report an event that happened by writing an article containing an incident report, uploaded by a member who is already registered as a "spy". Mentions for members of Pasangmata.detik.com. Contributors are freelance writers who submit news in one day between 300-400 news. Ordinarily, the average has been published around 150-200 news. The editorial policy in the Covid-19 virus outbreak situation for journalists is to work from home and implement a shift system in work.

In reviewing the literature, we did not find any previous research results similar to this paper topic. Consequently, we wrote this paper referring to the results of the relevant previous research. One of the research results from Diana (2017) under the title De-Convergence Newsroom Media in Indonesia: A case study of Tempo Inti Media [8]. This research was interesting because it analyzes how culture resistance, product quality news, as well as the journalist's workload affects the change of the media business model Tempo from converged newsroom to de-convergence. The paradigm of this research is constructive, a case study method with interview data collection. The results showed that the newsroom convergence model of 3.0 was not appropriate for the Tempo applied. Tempo does the separation of outlets that each have their own strategic business unit and work separately. This means that there is a division of tasks in each outlet. Tempo magazine journalists, Koran Tempo, and Tempo.co no longer have the responsibility to contribute to other outlets.

Other research results from Pratopo and Kusajibrata (2018) titled Convergence in the Editorial room of the Tempo Media group [9]. The study uses qualitative approaches and case study methods. The results showed that the application of editorial convergence did not go well since the establishment of Tempo Newsroom 2012. Even the testing of redaction convergence in some of Tempo Group's editorial department did not go smoothly, even judged failed. The process of news gathering and news processing is to supply news to several media outlets in the Tempo group, namely tempo.co, Koran Tempo, and Tempo magazine. Conversely, the convergence is actually a media necessity as an adaptation to the development of technology and the media industry.

This Paper shows the different aspects of previous research, which is focusing the communication culture of the editorial room co-working space in online media based on the experience of the authors and journalists in producing and spreading the news in the era of information speed. The Era where digital media is a necessity, where media content becomes multi platform in the form of multimedia technology (text, audio and video). In addition, online media owners have designed its editor space to support the performance of the news production process. Consequently, activities in the communication culture of editorial room together implicates the performance of their work. This is what is interesting and novelty in this research from the study of online media newsrooms.



Based on this background, this research focuses on how the communication culture in the newsroom co-working space in online media? The benefits of the research results are expected to contribute theoretically to the study of phenomenology, consequently to the culture of newsroom communication by journalists including contributors in producing news.

## II. CONCEPTUAL BACKGROUND

### A. Contributions of The Social Phenomenology

Phenomenology seeks to "change" the reality of communication derived from individual or group consciousness or in a particular ethnic origin, because phenomenology is a study of the knowledge derived from consciousness, or the way in which people understand the objects moreover events of their conscious experience.

Phenomenology assumes that humans are creative, free-willed beings, moreover, they have several other subjective traits. The main idea of phenomenology is that people will actively interpret their experiences by giving meaning to what they see. Interpretation is an active process in giving meaning to an observation of something, such as interpreting a text, an action, or a situation. Everything will give someone experiences. Since a message or action can mean many things, meaning cannot simply be "found".

Alfred Schutz (1899–1959) in building social phenomenology attributed sociology to phenomenology, where he based his philosophy on Edmund Husserl (1859–1939). Husserl's main thinking is that Science is always based on 'the experiential' (experience). Moreover, the relationship between perception and its objects is not passive. He argued that human consciousness actively contains objects of experience.

Schutz (1972) emphasized that awareness and interaction are mutually shaping. Each individual interacts with the world with a "stock of knowledge" consisting of constructs and 'general' categories that are essentially social. These images, theories, ideas, values and attitudes are applied to various aspects of the experience to make them meaningful. "The stock of knowledge" is the only resource that allows each individual to interpret experiences, understand the intentions and motivations of other individuals, gain intersubjectual understanding, moreover ultimately seek action.[10] [11].

Schutz specifies more on how the human daily world is formed through intersubjectivity awareness. Therefore, Schutz puts forward the intersubjective. This phenomenological analysis deals with the understanding of how the everyday world of life, the intersubjective world (the world of life) is formed. Crossman (2020) asserts that the main task in social phenomenology is to explain the reciprocal interactions that occur during human action, situational structuring and, moreover the construction of reality[12].

Each interpretive focus is inductive because it requires verstehen [13], namely through the efforts of actors to create a meaningful, subjective world in their every day 'natural' context, and moreover make them 'understandable from the point of view of a theory based on behavior, the language, definitions, attitudes and feelings of the people studied [14]. So, phenomenology tries to find out how we can interpret our social actions and others as meaningful, moreover to reconstruct the derivative meaning of meaningful actions in individual inter subjective communication in the world of social life.

### B. Culture and Communication

The concept of culture is highly dependent on various contexts. Culture is defined as a learned pattern of group-related perceptions - including attitudes, values, belief systems, verbal, nonverbal, and language behavior [15]. Culture studies various patterns of behavior and attitudes that are shared by a group of people. In an interpretive perspective, culture is studied and shared, and contextual symbolic meaning becomes a study. Meanwhile, in the relationship between culture and communication, culture influences communication,

which means communication strengthens culture [16]. In the context of intercultural communication, Hall (1959) stated that communication is one of the most important dimensions, "culture is communication and communication is culture" [17].

Therefore, in the context of this study, it tries to examine the patterns of individual behavior that have occurred so far in their work in the newsroom. Likewise, the meaning of communication activities expressed by newsroom actors as members of a media group.

The dynamics of the newsroom and the transformation of digital technology in the newsroom are demands for rapid change in anticipation of changes in the behavior of the media audience. Multi platform or digital single platform has offered audio and video stories on a website that they manage, moreover are user-friendly in access via mobile services. So that it becomes an attraction in interactive services, such as providing blog facilities or discussion forums. Departing from this phenomenon, the diversification of digital media products and services has implications for the culture of communication in workflows, roles, and structures in the editorial department or newsroom.

### *C. Co-Working Space*

A co-working space is a work or office environment used by people who work alone or work for different companies. The word means space that is shared, used for work, to produce works collaboratively, both between individuals and companies with different business backgrounds. The philosophy of co-working space puts forward the concept of sharing. In one room, there are various individuals, communities, and start-up companies. In the context of this research, there is one room that can be used together. Moreover, small rooms that can be used per division, per individual, or per community in one company. The benefits of working in these situations are networking and collaboration. Fellow divisions or divisions can discuss with each other at work, more quickly in deciding business policies or in determining editorial topics.

Co-working space as quoted by Stumpf (2013) is a work environment with an independent, collaborative, and flexible working style based on mutual trust, and sharing of the same goals, and core values among members [18]. So, co-working space can be drawn into five adjectives, namely flexible, fun, creative, friendly, and inspiring. Therefore, the types of behavior that lead to that atmosphere should be considered values. While co-working space also refers to a specific way of organizing people around work based on its own nature, facilitating collaboration, characterized by shared locations for economic action, which in some cases leads to the emergence of highly collaborative communities [19].

### *D. Online Media Newsroom*

Over the past several decades, technology has driven change in media organizations and media audiences. Media organizations have experimented with business models, new integrated technologies, adopted digital platforms and established digital workflows. Today some newsroom leaders are redesigning their workplaces to better support the behaviors, workflows, and consequently, attitudes required in an adaptive media company.

The Internet brings logical consequences to editorial policies with efficient and effective business strategies. The newsroom for online media is like a multi-platform newsroom. The concept of a multi-platform newsroom allows the performance of journalists, reporters, writing editors, radio / television broadcasters, and moreover news portals to work in an integrated manner. Every journalist with news coverage expertise is increasingly directed to work in a more integrated manner. Journalists have also become increasingly specialized in their coverage, which requires them to be able to cover their coverage on various platforms.

Every media worker must understand the multi-platform newsroom work system with the characteristics of each medium. Consequently, each news section (regional, national, international) is still responsible for

working on news in the text-based section which is sent to the online news section, so that the media convergence system can run properly.

### III. RESEARCH METHOD

This research paradigm is interpretive using a qualitative approach and phenomenological method. Phenomenological research focuses on something that is experienced in individual consciousness, which is known as intentionally. Intentionally describes the relationship between the processes that occur in consciousness, and accordingly, the objects that are of concern to the process. Creswell (2007) states "*a phenomenological study describes the meaning for several individuals of their lived experiences of a concept or a phenomenon*"[20]. Conversely, Littlejohn (1996) asserted, "*the phenomenology makes the actual lived experience the basic data of reality*"[21]. Meanwhile, Neuman (2000) stressed that interpretive researchers share the feelings and interpretations of the people he or she studies and sees things through their eyes.[22].

The steps for the application of empirical phenomenology research as described by Von Eckartsberg (1986) include: Step 1, the formulation of newsroom phenomena and research questions. Step 2, the data producer situation contains the life text of the protocol in the form of a descriptive narrative of the research subject. Step 3, data analysis contains an explanation, and moreover, interpretation of the data [23].

The subjects of this study were 10 people who told their experiences to researchers in in-depth discussions and interviews. Their professional experience is between 3-10 years as online media journalists/writers at IDN Times and Pasangmata.detik.com. Researchers conducted in-depth interviews accompanied by face-to-face discussions in different situations and time contexts on the subject. The profound meaning they gain from working as journalists is very useful in understanding the situation of online media newsrooms. The phenomenological sample does not have a large number of participants, consequently, the data collection process requires an in-depth study of the experiences of the offender.

This research data is a direct recognition of the words and actions of the research subjects they experienced. The stage of data analysis by studying, and moreover interpreting interview transcripts, field notes by associating the context of the daily experiences of perpetrators who were already a habit of their daily practice of working in online media. The results of the study were by looking at the degree of trustworthiness with the validity of the data, moreover, to triangulating the data by comparing the observed data with the interview data.

### IV. RESEARCH FINDINGS

#### A. *The co-working space newsroom accelerates the coordination of breaking news.*

The work space atmosphere that is without dividers has implications for the speed of communication flow in the newsroom. Both editors and writers, as well as coordination with the social media team is faster, especially in urgent or urgent conditions. Arnia Karnia (2019) as Community Manager at IDN Times said that the co-working space supports the editorial team's performance to immediately 'raise' news if needed. Moreover, important events, such as the 2019 Presidential Election in Indonesia, really need the speed with which news is published. As she told to the researcher, "*yesterday, which had a lot of coverage, such as the presidential election events, needed speed.*"

Despite having a hierarchy and work flow in the newsroom, Arnia admits that sometimes the reality can be a little different. "*If indeed the situation is urgent from the existing hierarchy, yes it's just by-pass to the social media team. Moreover, it is clear that it is for the common interest, not something outside of work,*" she said. So the editor and writer in the same room and they can be directly involved in the process of news production and coverage. Emphasizing Arnia's recognition means that the media design co-working space newsrooms to

facilitate fast communication and collaboration during the latest news - and to get rid of anything that gets in the way of good journalism.

In one day, the writers who remain at IDN Times write 4-5 articles on average, while the editors publish an average of 12 articles. Each division has an objective key result or some sort of annual target to achieve. Based on the experiences of journalists in the newsroom, they stated that when the social media team's room is separated from the editorial team it will become more complicated, consequently, it cannot speed up the coordination of breaking news. The separation of the room between the social media team, and moreover, the editorial team actually creates a feeling of laziness to coordinate with each other. Arnia said that, *“we were once constrained by insufficient space, the social media team was moved to the third floor, the editorial staff on the second floor, it was even confused.”*



Figure 1 : Work atmosphere in the newsroom of IDN Times Surabaya, August 8, 2019.



Figure 2 : Work atmosphere in the newsroom of IDN Times Surabaya, August 8, 2019.

In the digital era, media organizations have modified their work spaces into creative spaces. It can be a virtual or physical space, a place where media creative people meet to work. Moreover, these spaces support the environment in which creative ideas emerge, including realizing plans that were previously unthinkable. Such space can support the speed at which media crews work in determining news editorials.

The digital age for mobile-centric news media companies to develop a unique culture, as their employees in the organization grow. The work place with a new atmosphere was redesigned, reflecting a simple, dynamic, and moreover, innovative newsroom. Such newsroom designs encourage collaborative behavior and help boost employee morale.



Figure 3 : Work atmosphere in the newsroom of Pasangmata.detik.com, December 9, 2019 (Before the



Covid-19 pandemic).



Figure 4 : Work atmosphere in the newsroom of Pasangmata.com, December 9, 2019 (Before the Covid-19 pandemic).

Since March 2020, when the Covid-19 pandemic affected Indonesia, the Pasangmata.detik.com newsroom has been given a dividing glass.



Figure 6 : Pasangmata.detik. com newsroom with dividing glass, July 28, 2020.



**Figure 6** : Pasangmata.detik. com newsroom with dividing glass, July 28, 2020.

The implication of the co-working space newsroom is that the work flow in the news production process in the newsroom is more flexible. In certain cases it can involve third parties (news contributors/ freelance contributors), and moreover, can jump the hierarchy. This means that the editorial team is allowed to post news from third parties by notifying the lead team in the newsroom. The lead team consists of the general manager,

the coverage coordinator (Jakarta), the newsroom coordinator, the editor in chief, the operations editor, the editorial secretary, the writers, and the social media team. Figure 7 shows the communication flow in the newsroom

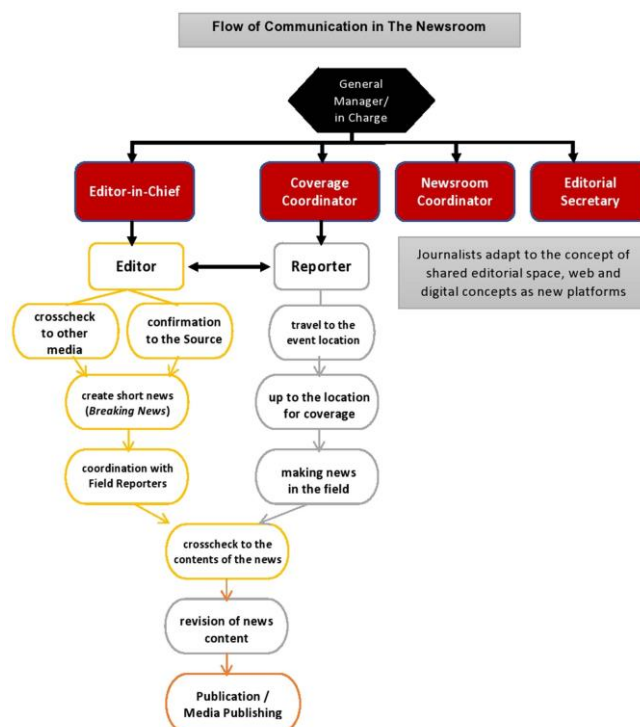


Figure 7: Communication Flow of The Newsroom Co-Working Space in Online Media (IDN Times dan Pasangmata.com)

### B. Communication becomes structure-free / cross-level without bureaucracy.

Since the beginning of employee recruitment, IDN Times has always emphasized the difference in work atmosphere compared to the media industry in general. The interview period is also used as an opportunity to introduce the conditions of co-working space to prospective workers, moreover they are ready to adapt if needed. This adaptation process also does not require a long time, therefore it requires an open attitude from each journalist in their work. Arnia emphasized that, "we already dealt in the beginning so we are sure that this can work."

As for the obstacles experienced by journalists in the newsroom, they are not that significant. Each journalist is aware of each other's need for privacy, and moreover, tries to respect his partners by not using items that are not personally owned, except with the permission of the owner. In the end, the media culture in the newsroom of the co-working space leads to the need for awareness of each individual to respect colleagues in one room if at any time there are individuals who have certain needs in order to work productively.

The different character of each journalist in the newsroom co-working space sometimes requires a little privacy space for journalists with introverted personal characteristics. It is different with journalists who are indeed extroverted in character. Therefore, the open atmosphere and newsroom without dividers actually bring benefits to discuss more intensely, deeply, and moreover, closer to the situations needed. This statement is supported by the recognition of Athira Esa Sekarwati (2020), a Community Development Associate, who used to work in a company with partitioned rooms, "Now, if the condition of the newsroom is as barrier-free as it is now, you need ideas, it's easy. So suddenly arrived like seeing what, then like there was an idea to quickly write".

A work space without a divider creates distinct impressions for its users. An open space makes each person who works in it moved to interact with one another, consequently, making communication more open. Athira

feels the adaptation process is faster than when working in a company with a closed workspace. Communication in the newsroom of the co-working space is straight forward, media journalists may reprimand the manager, without hesitation.

The work atmosphere is also considered to be more relaxed, without pressure, and moreover, comfortable as if not working in the office. IDN Times Community Manager, Arnia even admitted, *"the most memorable thing is our closeness, right, the closeness to open spaces like this makes us get close more quickly, know more quickly who the new friends are, and moreover, we even welcome our interns together, farewell in that room"*. This means that communication in the newsroom becomes free from structures or levels without bureaucracy.

An open co-working space also makes communication between superiors and subordinates smoother. The three IDN Times sources admitted that the communication culture adopted by the founder was replicated from well-known international organizations, moreover, of the founder's experience of working in Google Asia Pacific. This situation has implications for how journalists at IDN Times communicate and interact with each other. The workers in the newsroom stated that the relationship between superiors and subordinates could lead to an equality of positions that went beyond the organizational structure, consequently, making workers feel as if they were on the same level between superiors and subordinates. *"Like our chief executive, he is 51 years old, he also realizes that if our culture is like this, we usually call his name directly, no problem,"* said Athira.

The results showed that there was a shift in the communication culture in the newsroom of online media which led to a low-context communication style. Communication does not use greetings to address someone. Conversely, directly mentions the individual's name. Hall (1959) emphasized that meaning is expressed through explicit verbal messages, both written and spoken [17] [24]. This kind of communication respects the differences of each person involved in a group, such as those in the team involved in the co-working space in the IDN Times newsroom. News newsrooms are designed to facilitate communication, and moreover, collaboration that demands fast paced publication. The common newsroom is able to get rid of anything that gets in the way during the journalism production process.

All media have an ideology as a media spirit in achieving goals. Ideology can be the basic value of a media company that is instilled in all media actors. Moreover, becomes a culture at work. The ideology that is the foundation in IDN Times is *Timmyness* which supports and respects differences. They continue to emphasize this ideology to all employees, anytime and anywhere for *Timmy*, the term used for employees at IDN Times. The work attitude and work atmosphere become more relaxed, the perception of time is less strict, because the orientation is more on the results (targets) according to their respective fields.

Conversely, pasangmata.detik.com has an ideology as a tagline, *"be a spy for information"*[25]. Pasangmata.detik.com is a citizen media from detik.com that has the concept of writing articles based on actual facts, in the form of news or information on events that occur in the community and conveyed directly by the community through the online platform (web and mobile apps) pasangmata.com. Pasangmata.detik.com accommodates and distributes texts, photos and videos from members who have access to pasangmata.com. Everyone can report a situation that occurs by writing an article containing an incident report that can be uploaded by members who have been registered as "spies" (the name for the members of pasangmata.detik.com).

### ***C. Co-working space supports creative ideas at work.***

The media industry in the era of the 21st century increasingly requires performance that is responsive, and moreover tactical in responding to various kinds of situations that occur. An open newsroom makes it easy for the actors in it to coordinate and exchange ideas. David Theo Kosakoy (IDN Times Video Supervisor); Marwan (Engagement Content Pasangmata.detik.com); Ardi Cahya Rosyadi (Engagement Content Pasangmata.detik.com) stated that the working atmosphere of the co-working space editorial room will make it easier for media workers to get ideas for creative content in online media.

The work culture of online media is further open to each other between divisions, consequently, if a writer wants to find ideas, let alone less conducive when working in his own room, it doesn't matter if the writer visits other divisions. Kosakoy argues, *"creative cannot be measured, I can be productive at 6 am, 9 am, 11 am, which must have my own hour, sometimes someone can only be productive at 5 pm and above, so sometimes someone works overtime because of being productive."*

This thinking ultimately makes workflows in online media something dynamic, not hierarchical, consequently it must be followed by default. The work pattern created in a co-working space is an attitude that is open to all differences, including the demand to understand each other's needs, creating synergies between journalists/ writers involved in the editorial room.

Understanding the needs of journalists at work, communication between superiors and subordinates has also undergone a more dynamic and open change in flow. Conversely, the coordinator or division leader (team lead) is required to be able to understand, and moreover, accept his subordinates if at any time they are forced to give in, in order to achieve common goals for organizational progress. The attitude of giving in means lowering the personal ego, the feeling of wanting to be respected, as well as avoiding rigid commands. Arnia stated that she admitted that she often changed desks at work, because she was displaced by apprentices. Moreover, Arnia revealed that editors can understand writers who need privacy or a condition to focus on writing, *"you want to work where it is up to you, but the important thing is when I coordinate you will be there."*

The newsroom at IDN Times and Pasangmata.detik.com have created discussion rooms for media crews to explore creative ideas as their material for writing media content. This newsroom model is very relevant to the needs of the modern era with the demands of a practical work space, supporting a fast, accurate and moreover, credible news content production process. Another factor is that journalists are already using mobile technology tools which have implications for changing their work patterns, where they are not forced to have to work in a continuous, predetermined room. Conversely, wherever they work, they can still produce quality news or writing.

Their work model is a target per employee in their respective fields. The work attitude and work atmosphere are further relaxed, the perception of time is less strict, conversely, the orientation is further on results. Passion, responsibility, and individual skills are the key competencies, while the issue of a certificate or diploma remains something that is not absolute. These workers are free to do anything, as long as their work is in accordance with the target, and moreover, still meets the Objective Key Results (OKR) standards passed down by each division leader (team lead). Awaludin, one of the IDN Times managers added that, *"it is not necessary to be a smart human being, however, to be a valuable human being, who will certainly be a smart and clever human being"*.

Based on the recognition of research subjects who are generally millennial generation, media management cannot pressure them to work tight working hours. They tend to have a more relaxed attitude to work. Therefore, a media leader must be able to manage human resources in a way that suits their habits. Their dependence on technology is extremely high, moreover, to bridge communication in the newsroom requires technological mediation. The flow of communication also occurs not only face to face, conversely, using various communication channels, such as WhatsApp and Slack. The usage of online communication media contributes to easier communication between fellow workers in the newsroom of the media.

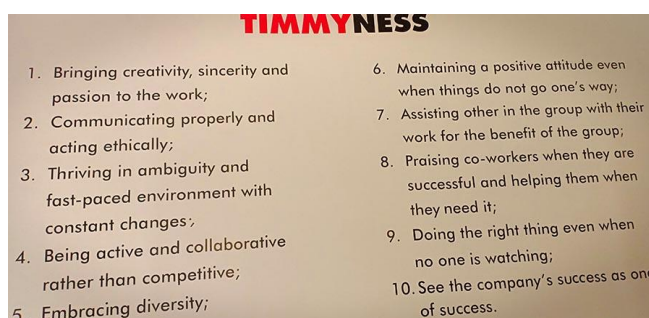




**Figures 8:** IDN Times Surabaya Editorial Room, December 20, 2019.



**Figures 9 :** IDN Times Surabaya Inspirational Room, December 20, 2019.



**Figures 10:** Inspirational wall stickers in carefully selected wall colors help make this space welcoming and comfortable for the staff. Seamless spaces create mobility where people can move freely and change furniture, locations and activities as needed. December 20, 2019.

## V. DISCUSSION

In the digital era, most conventional media organizations in Indonesia have carried out what is called media convergence. Mainstream media presents information content in various forms such as print, web-based, applications, and even blog formats. Content creation adapts to the typical medium of each. Media convergence (multi platform) has implications for journalists notwithstanding writers who must be able to work with various tools (multitasking). How can a person do many things in the same time, this is the digital age. The era in which a mass media develops into an online media platform, moreover has succeeded in building the performance values of the newsroom as a reflection of a diverse society, as well as attracting audiences of media users.

The findings of this study indicate that the co-working space actually brings journalists closer to the coordination of the news production process. The newsroom has placed them so close to each other that the atmosphere of the world of life in the newsroom has implications for a culture of communication that is free of structure / across levels without bureaucracy, journalists can reprimand managers without hesitation. The reality of the conventional media newsroom that has been running so far has shifted into an open newsroom, interacting with each other. This co-working space newsroom makes communication more open, therefore respects journalists' colleagues. Moreover, the co-working space supports creative ideas in their work and

accelerates the coordination of breaking news.

The role of the media is increasingly important, not just presenting information, but providing solutions for society. The media as a watchdog means that they carry out the function of social control [26]. During this pandemic, the media must be critical, not only reporting policies related to handling the Corona outbreak, but the media must report hidden things that are done by powerful parties such as governments, institutions, and corporations that need to be known to the public. The media must develop analytical, reflective, and contextual news. Today's news is still needed, but news that explains "why" will give people an understanding of a problem that has occurred. Consequently, the media must adapt to the ongoing evolution of the media ecology. Conventional mass media that expand to online media will co-exist with social media, search engines, e-commerce in a transparent, fair and equal ecosystem.

The speed of news is a demand for online media, but it must still apply quality journalism with dignified discussions to meet public expectations. Given that the professionalism of journalists will produce quality journalism works. Professional journalists require skills, responsibilities, and workmanship that are bound by a code of ethics. The media's responsibility to the public is guarded by a journalistic code of ethics which implicitly protects the public. This is the key to maintaining public trust; moreover, expectations for the media to present accurate information.

Conventional media that have developed into online media must be able to present information that is not presented by social media. The weaknesses of social media are that often the news is not previously confirmed, consequently many of the sources are unclear. Information on social media is often just facts; moreover, it must be a starting point for conventional media to improve itself. Online media must be based on journalism as a product that provides credible information to serve the public.

The consequence is that at this point, the newsroom that supports the performance of journalists will produce quality journalism works as an asset to gain public trust. Most importantly, the culture of the traditional newsroom needs to change, adapting to the situation of technological development, which could become permanent for some media companies. Creating a media environment full of power, considering that media does not only provide information, but also provides solutions, entertainment, education. Moreover, social control. The challenge is how to make the interests of quality journalism in Indonesia align with the interests of the global media.

## **VI. CONCLUSION**

This phenomenological study provides a way to identify and understand media actors when they work in the co-working space newsroom at IDN Times and Pasangmata.detik.com. This recognition based on the experiences of journalists has inspired other media organizations to implement a newsroom that supports the productivity of quality news content. The research subjects stated that the co-working space editorial room model accelerated the coordination of breaking news. Moreover, the communication flow in the newsroom is more flexible without bureaucracy in the news production process. This study shows that the shift in communication culture in the newsroom of online media which leads to a low-context communication style has a positive contribution in deciding breaking news. Conversely, the journalists' creativity in writing arises when they hold discussions on the production process in the newsroom, so that the research results answer the research objectives.

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