Tribun Network

INMA Asia-Pacific News Media Summit 2026

FROM LOCAL NEWSPAPERS TO A NATIONAL DIGITAL NETWORK:

HOW TRIBUN IS BUILDING SCALE ACROSS INDONESIA

Presented by:
Dahlan Dahi - CEO Tribun Network

August, 2026





Tribun Network

Connecting The Dots

INMA Asia-Pacific News Media Summit 2026

TRIBUN NETWORK'S TRANSFORMATION

From Newspaper to Digital Network

1987

The 1st Newspaper, **Sriwijaya Post,** was established in **1987**

2003

Tribun emerged as a national brand in **2003**, beginning with **Tribun Kaltim**

2012

Tribun Network expand to **21 newsrooms** & **60+ websites** across **every province**

2024

TribunX was introduced as a mobile app that embodies our integrated media ecosystem.

TribunNetwork
Mata Lokal Menjangkau Indonesia



THE IMPACT

Reaching Local Audience, Building National Impact

8.4mio Followers

84.7mio Subscribers

53.5mio Followers

350mio Active Users

42.5mio Followers

2.7mio Followers

Tribun Network

Turning the Dots into Insight

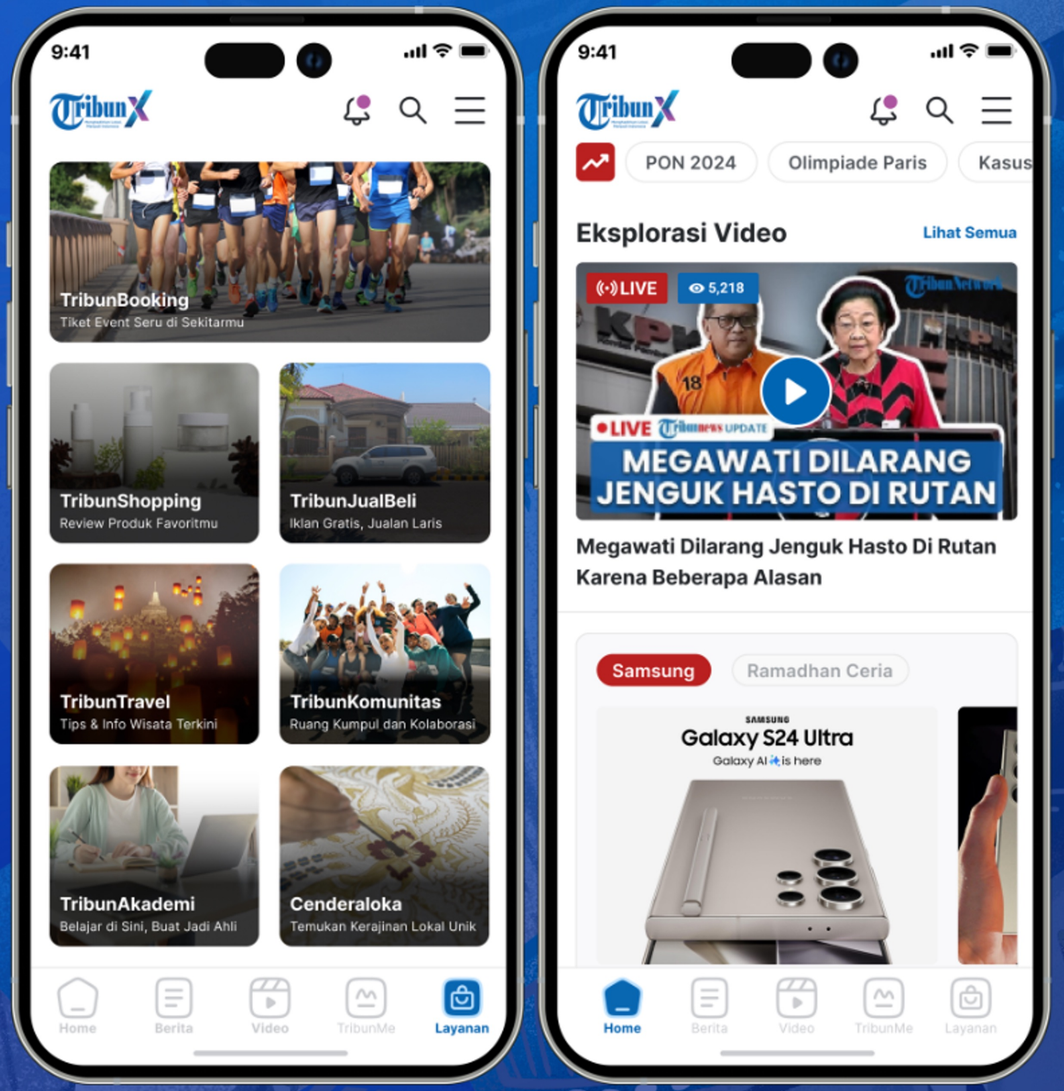
INMA Asia-Pacific News Media Summit 2026

OUR ECOSYSTEM

From Connection to Engagement

TribunX is a single hub for trusted journalism, connecting local audiences and communities with credible news while also offering local services and products in one platform.

- News
- Ticketing (TribunBooking)
- Video
- Marketplace (cenderaloka)
- LIVE
- TribunMe



TribunNetwork
Mata Lokal Menjangkau Indonesia

OUR ECOSYSTEM

Engagement That Empowers Communities

Tribun Booking plays a key role in the Tribun Network ecosystem, serving as an enabler that fosters collaboration and authentic storytelling across 500+ communities.

Sports Community	Total Users	Other Local Communities
237+	200K+	200+









THE CHALLENGE

The Data is There, The Story Isn't

As technology advances and disruption reshapes the industry, the challenge is no longer collecting data, but **how to connect digital print & user interaction data into meaningful insights**

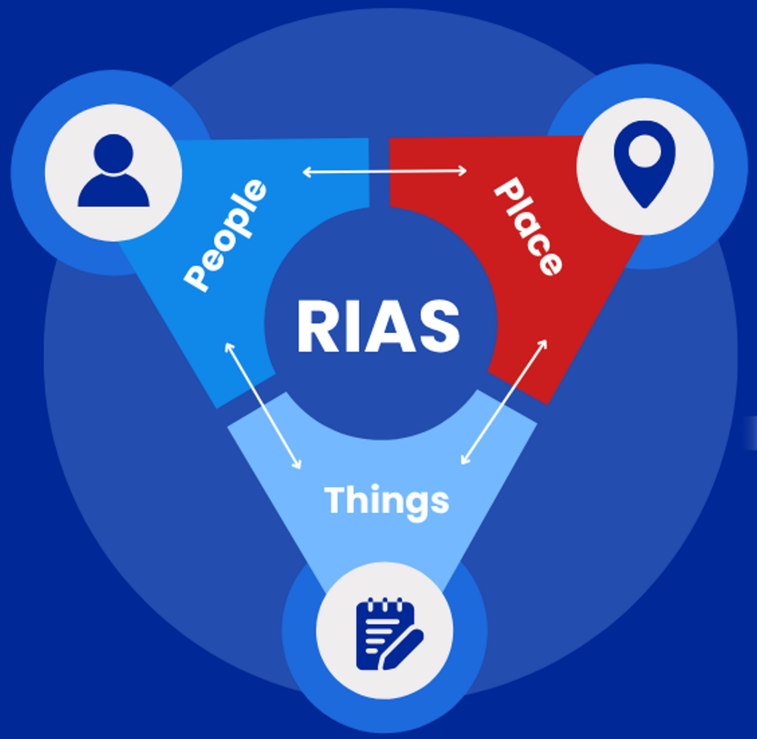


TribunNetwork
Mata Lokal Menjangkau Indonesia

OUR INNOVATION

Building Media Intelligence Platform, Powered by Hyperlocal Assets

RIAS (Reader Insight as a Service), A media intelligence platform that draws on **user interactions and content** from hundreds of regional channels to deliver **sentiment analysis** down to the city and provincial level



Reader Insight as a Service (RIAS)

Media Sentiment | **Public Sentiment**

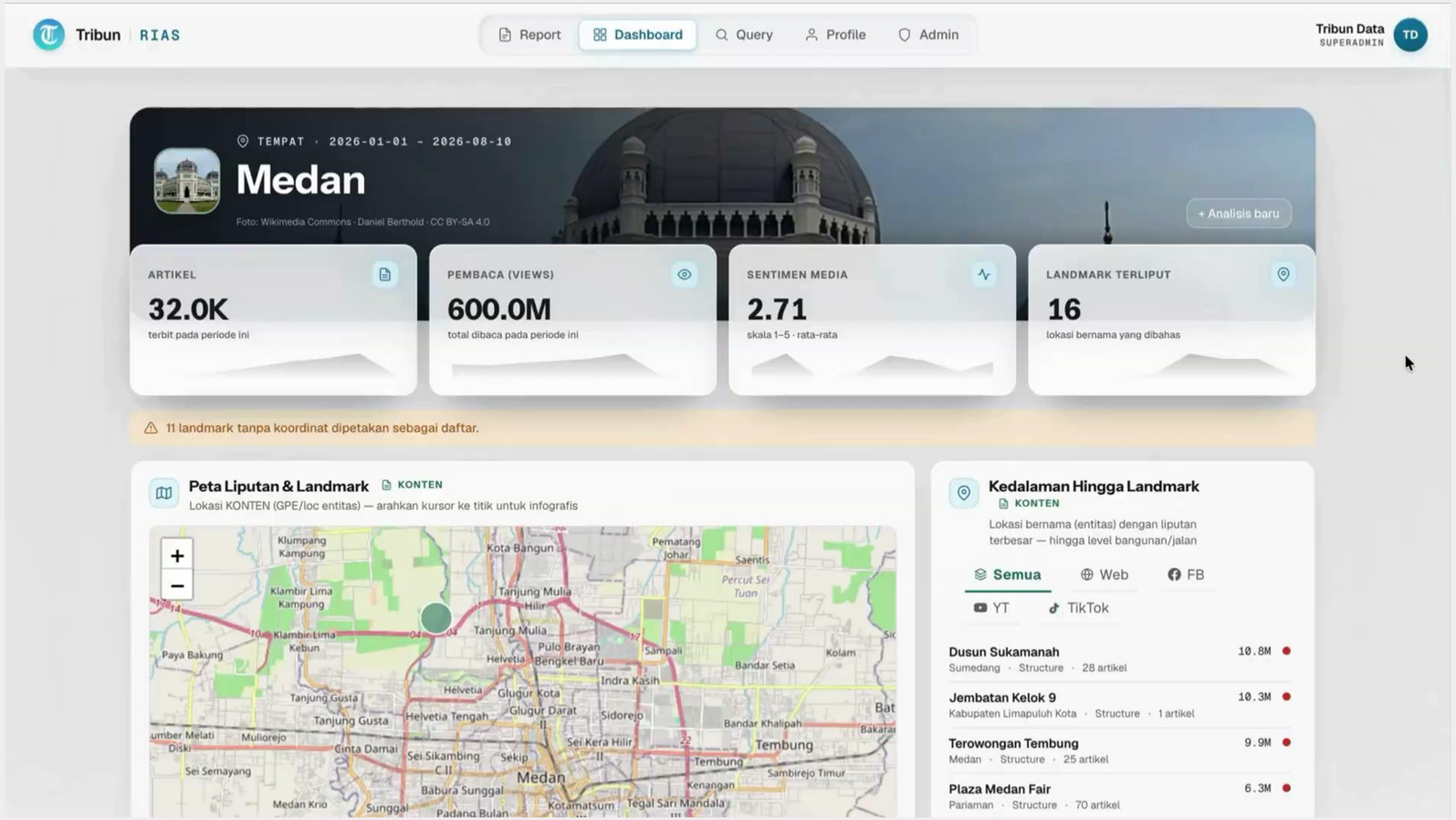
Data Source

TribunNetwork
Mata Lokal Menjangkau Indonesia

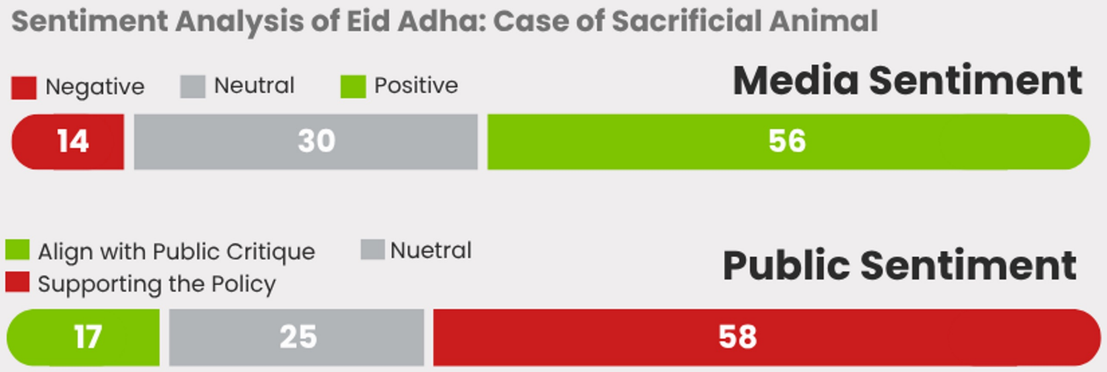
CASE STUDY

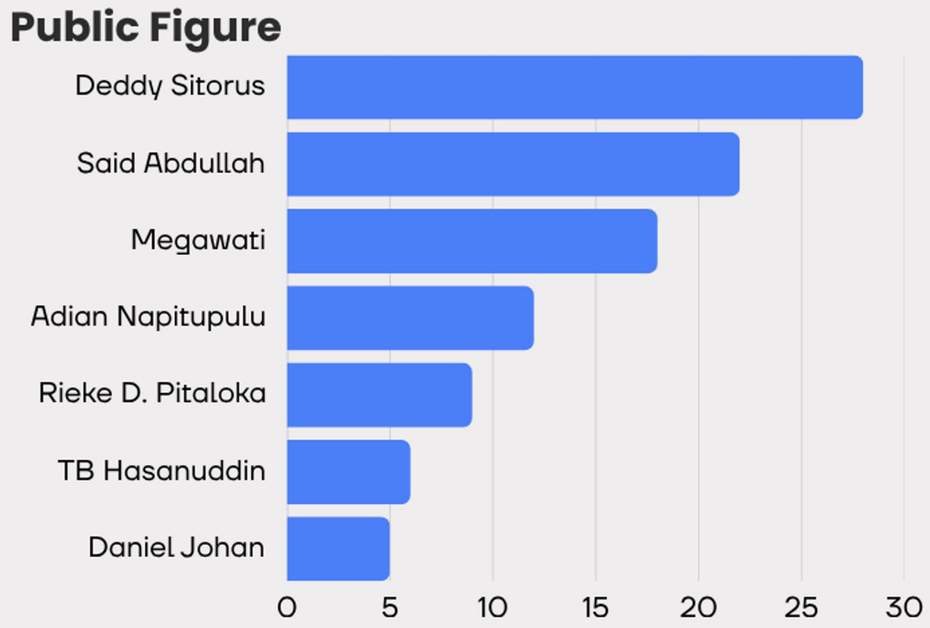
How Public and Media Sentiment Become Insights

- News coverage map
- Sentiment mapping by location from city to district level
- User interaction per platform
- Most popular figures in specific regions
- Most popular content in specific regions
- Entity Relationship



TribunNetwork
Mata Lokal Menjangkau Indonesia





CASE STUDY

How Public & Media Sentiment Become Insight

The representatives from the AP party criticized the President's purchase of 1,098 sacrificial cows during Eid Adha using the state budget (APBN), calling it wasteful spending.

29% **Media Sentiment**

17% **Public Sentiment**

Meanwhile, **the public tends to view this case as a positive religious act ('a blessing')**. Attacking this gesture of faith risks making AP appear narrow-minded, with the criticism potentially **backfiring as a boomerang.**

Tribun Network

The future of media lies not in counting reach, but in decoding audience signals and **turning them into meaningful insight**

Tribun Network

INMA Asia-Pacific News Media Summit 2026

THANK YOU

August, 2026

