Sinkron : Jurnal dan Penelitian Teknik Informatika
Volume 10, Issue 1, Januari 2026
DOI : https://doi.org/10.33395/sinkron.v10i1.15911
e-ISSN : 2541-2019
p-ISSN : 2541-044X

Implementing Fast Content Management to Accelerate Editorial Workflows in a Digital Newsroom

Nofri Yudi Arifin[1)*] , Ghea Paulina Suri[2)] , Tri Bowo Atmojo[3)] , Indra[4)] , Muhammad Noval Riswandha[5)] , Sherly Agustini[6)]
[1,2)]Program Studi Teknik Informatika, Fakultas Sains dan Teknologi, Universitas Ibnu Sina, Indonesia
[3)]Politeknik Negeri Pontianak, Indonesia
[4)]Universitas Sulawesi Barat, Majene, Indonesia
[5)]Institut Teknologi dan Bisnis Yadika Pasuruan, Pasuruan, Indonesia
[6)]Program Studi Sistem Informasi, Fakultas Sains dan Teknologi, Universitas Ibnu Sina, Indonesia
[1)] nofri.yudi@uis.ac.id , [2)] ghea@uis.ac.id , [3)] tribowo17@gmail.com , [4)] indra@unsulbar.ac.id , [4)] mriswandha@itbyadika.ac.id , [6)] sherly@uis.ac.id ,

Abstract: The rapid development of digital technology has significantly transformed the mass media industry, particularly in the production and distribution of news content. Local media organizations are increasingly required to publish news rapidly to meet the expectations of digital audiences, while still maintaining journalistic accuracy and quality. Batam Pos, as one of the leading local media outlets in the Riau Islands, faces challenges related to slow editorial workflows caused by conventional content management processes. This study aims to analyze the implementation of Fast Content Management (FCM) as a technical and managerial approach to accelerate digital news publication at Batam Pos. The research adopts a descriptive qualitative method, utilizing data collection techniques including direct observation of newsroom activities, in-depth interviews with editorial and technical staff, and literature review related to Content Management Systems (CMS) in digital media. The results indicate that the implementation of FCM shows observable improvement editorial efficiency through workflow automation, integrated collaboration features, and real-time content management. The publication cycle from writing to distribution becomes shorter without compromising content accuracy due to the presence of layered verification mechanisms within the system. This study concludes that Fast Content Management is an effective strategy for enhancing digital publication performance and can serve as a practical model for other local media organizations undergoing digital transformation.

Keywords: Fast Content Management; Content Management System; Digital Publication; Editorial Efficiency; Digital Media

INTRODUCTION

The development of information and communication technology has brought major changes to various sectors, including the mass media industry (Daud & Dewi, 2024; Kraus et al., 2021; Solihin et al., 2023; Wu, 2025). The emergence of digital platforms has shifted the pattern of news consumption from conventional printed media to online media that can be accessed anytime and anywhere (Obasi, n.d.). This transformation has encouraged media organizations to continuously adapt to technological developments in order to remain relevant and competitive (Harliantara, 2025). In the digital era, speed of information delivery is one of the most important indicators of media performance, especially in online journalism (Westlund et al., 2025).

Digital media audiences tend to demand fast, up-to-date, and easily accessible information. As a result, media organizations are required to optimize their internal workflows to ensure that news production and publication can be carried out efficiently (Sonni et al., 2024). However, many media institutions still apply conventional editorial workflows that rely heavily on manual coordination between reporters, editors, and publishing teams (Drivas et al., 2021). These workflows often involve sequential processes that require news content to pass through several stages before being published, which can slow down the overall publication process (Molla & Ahsan, 2025).

At Batam Pos, digital news production initially followed a workflow that was adapted from print media

*name of corresponding author

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practices. Although this approach ensured content accuracy and editorial control, it also created inefficiencies in digital publication. The dependency on manual processes and limited system integration caused delays, especially when handling time-sensitive news (He & Huang, 2023). These conditions highlight the need for a more efficient content management approach that can support faster publication without sacrificing journalistic quality (Kumar et al., 2024).

Fast Content Management (FCM) emerges as a strategic solution to address these challenges (Petruccio et al., 2025). FCM emphasizes the use of integrated digital systems that support automation, collaboration, and real-time content handling (Bianco & Michelino, 2010; Ocaña & Opdahl, 2023; Rodgers, 2015). By implementing FCM, media organizations can streamline editorial workflows, reduce redundant tasks, and improve coordination between newsroom personnel (Fernandes et al., 2023). This study focuses on analyzing the implementation of Fast Content Management at Batam Pos and evaluating its role in accelerating digital news publication.

This study contributes by providing an empirical description of Fast Content Management implementation in a local digital media organization. Unlike previous studies that focus on large-scale or national media, this research highlights practical workflow optimization in a regional newsroom context. The findings demonstrate how existing content management practices can be optimized to improve publication efficiency without structural changes to editorial policy.

LITERATURE REVIEW

Content Management Systems (CMS) support digital newsrooms by enabling structured content management and editorial collaboration. Prior studies show that CMS improves publication efficiency and newsroom productivity. As digital journalism demands faster publication, CMS has evolved toward more automated and integrated systems.

Fast Content Management (FCM) extends conventional CMS by emphasizing workflow acceleration through automation and system integration. FCM enables faster transitions from content creation to publication while maintaining editorial control.

Most previous studies focus on CMS evaluation or digital transformation in large-scale media organizations. Empirical research on the practical implementation of FCM in local digital newsrooms remains limited, despite their distinct operational constraints.

To position this study within existing research, Table 1 summarizes key differences between previous studies and the present research.

Table 1. Comparison of Previous Studies and the Present Research

No	Author & Year	Research Focus	Key Findings	Difference from the Present Study
1	Bianco & Michelino (2010)	Role of CMS in the publishing industry	CMS improves content management efficiency	This study emphasizes FCM as a means to accelerate editorial workflows in local digital media
2	Drivas et al. (2021)	SEO-based CMS performance evaluation	CMS improves content management efficiency	This study does not focus on SEO, but on editorial workflow efficiency
3	Fernandes et al. (2023)	Data technology and AI in journalism	Technology increases journalistic productivity	This study presents a practical system implementation in local media
4	He & Huang (2023)	CMS in institutional websites	CMS supports structured content management	This study is conducted in a digital news newsroom context
5	Sonni et al. (2024)	Digital newsroom transformation	Technology transforms journalistic practices	This study focuses on accelerating publication through FCM

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METHOD

This study employs a descriptive qualitative research method to analyze the implementation of Fast Content Management (FCM) in accelerating digital news publication at Batam Pos. The qualitative approach is selected to obtain an in-depth understanding of editorial workflows, system utilization, and user experiences within the digital newsroom environment. This method allows the researcher to explore how FCM is applied in practice and how it influences editorial efficiency.

The research framework follows a problem-solving approach, as illustrated in Figure 1, which consists of four main stages: problem identification, analysis and planning, system implementation, and evaluation of results. This framework reflects a logical research flow commonly used in information systems and organizational studies to address operational inefficiencies through structured technological solutions.

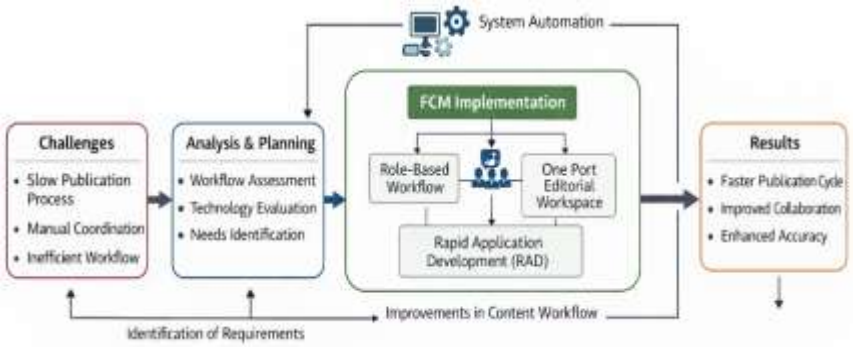

Fig. 1 Problem-solving framework for Fast Content Management implementation at Batam Pos

Research Object and Setting

The research object of this study is the digital newsroom workflow at Batam Pos, focusing on content creation, editing, verification, and publication processes. The study was conducted during routine newsroom operations to capture actual editorial practices and system usage in a real operational context.

Data Collection Techniques

Data were collected using three primary techniques:

Direct Observation

Direct observation was conducted to examine the existing editorial workflow and the changes that occurred after the implementation of Fast Content Management. This observation aimed to identify workflow stages, coordination patterns, system interaction, and potential bottlenecks in the publication process.

In-depth Interviews

In-depth interviews were carried out with editorial staff and technical personnel who are directly involved in digital content management. The interviews focused on system implementation, user adaptation, operational challenges, and perceived benefits of Fast Content Management. Informants were selected based on their roles and responsibilities in the newsroom workflow.

Literature Study

A literature study was conducted to review previous research related to Content Management Systems, digital newsroom workflows, and editorial efficiency. This step provided theoretical support and helped position the research findings within the context of existing studies.

System Development Approach

The implementation of Fast Content Management in this study adopts the Rapid Application Development (RAD) method. RAD was chosen due to its emphasis on rapid prototyping, iterative development, and close collaboration with system users. This approach enables faster system adaptation to editorial needs and supports continuous improvement based on user feedback.

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The FCM system integrates role-based workflow management, real-time collaboration, and a ONE PORT editorial workspace, allowing reporters, editors, and administrators to operate within a unified platform. These features are designed to streamline editorial coordination and reduce publication delays.

Fig 2. System Development Approach Using the Rapid Application Development (RAD) Method

Data Analysis Technique

The collected qualitative data were analyzed using data reduction, categorization, and interpretation techniques. Observation and interview data were grouped according to workflow stages and system usage patterns, while literature findings were used to support and validate empirical observations. The analysis focused on identifying improvements in workflow efficiency and editorial coordination after the implementation of Fast Content Management.

Research Novelty

The novelty of this research lies in the integration of Fast Content Management with the RAD method to redesign editorial workflows in a local digital newsroom. Unlike previous studies that primarily evaluate CMS functionality, this study emphasizes practical workflow acceleration through role-based management, system integration, and organizational adaptation within a regional media context.

RESULT

This section presents the results of the Fast Content Management (FCM) implementation at Batam Pos, focusing on system functionality, role-based interaction, and observed changes in editorial workflow efficiency. The results are derived from black-box testing and direct observation during routine newsroom operations.

System Implementation Results

The Fast Content Management (FCM) system was successfully implemented as an integrated platform to support digital news production and publication at Batam Pos. The system consolidates previously fragmented editorial functions such as user authentication, content creation, editorial review, media management, and publication into a single operational environment accessible to reporters, editors, and administrators. Figure 3. illustrates the integrated workflow of the FCM system, highlighting how all editorial roles operate within a unified platform. This integration replaces the previously disjointed coordination mechanisms that relied on manual communication and sequential confirmation across multiple tools.

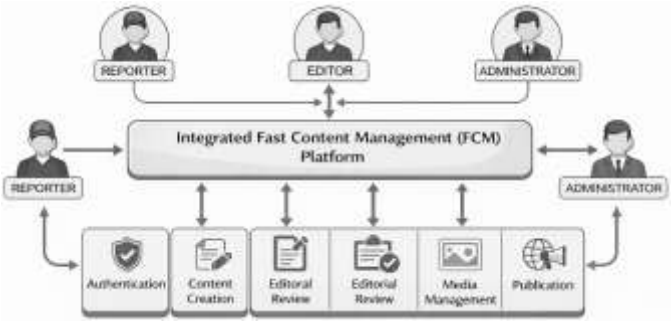

Figure 3. Integrated Fast Content Management workflow at Batam Pos

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From an operational perspective, the integrated workflow reduces dependency on external communication channels and minimizes process fragmentation. Editorial activities that previously required step-by-step confirmation across different stages are now managed through a structured digital workflow, allowing smoother transitions between content creation, verification, and publication. To further illustrate the impact of system implementation, Table 2 presents a qualitative comparison of editorial workflows before and after the adoption of FCM. The comparison indicates improvements in coordination efficiency, workflow transparency, and publication control, particularly for time-sensitive news content.

Table 2. Changes in editorial workflow before and after FCM implementation

No	Aspect of Workflow	Before FCM Implementation	After FCM Implementation
1	Editorial coordination	Conducted manually through separate communication channels	Integrated within a single FCM platform
2	Article status monitoring	Not real-time and difficult to track	Real-time status tracking through a centralized dashboard
3	Content verification process	Sequential and time-consuming	Structured and streamlined within the system
4	Media management	Managed separately from editorial workflow	Integrated with content creation and editing
5	Publication process	Prone to delays and miscommunication	More controlled and efficiently managed
6	Collaboration among roles	Limited coordination between reporters, editors, and administrators	Clear role-based collaboration within a unified system
7	Workflow transparency	Low visibility of content progress	High visibility across all editorial stages

These implementation results demonstrate that FCM does not merely function as a content management tool, but also serves as an operational framework that reorganizes editorial workflows into a more cohesive and responsive digital newsroom environment.

Role-Based Workflow Performance

The implementation results confirm that role-based access control functions effectively in supporting newsroom operations. Each user role is restricted to specific system functionalities aligned with editorial responsibilities. Reporters focus on content submission, editors perform review and verification tasks, and administrators manage user roles and system configuration.

To clarify the distribution of responsibilities across user roles, Table 3. presents the role-based workflow responsibilities implemented in the FCM system.

Table 3. Role-Based Workflow Responsibilities in the FCM System

User Role	Editorial Responsibilities	System Functionalities
Reporter	Writing and submitting news content	Content creation, draft submission, and media upload
Editor	Reviewing, verifying, and approving articles	Content review, editorial verification, and publication approval
Administrator	Managing users, roles, and system configuration	User management, role assignment, and system administration

This role separation contributes to clearer task boundaries and reduces process ambiguity. During implementation observation, editorial staff were able to track article status in real time, which improved coordination and minimized delays caused by unclear content ownership or approval stages.

Black-box Testing Results

Black-box testing was conducted to evaluate the functional correctness of the Fast Content Management (FCM) system from the user interface perspective. This testing approach verifies whether system inputs generate outputs that conform to predefined functional requirements without examining internal system logic. The testing scenarios focused on core system features, including user authentication, content management, media upload, editorial coordination, and account administration.

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To present the testing outcomes in a structured manner, Table 4 summarizes the black-box testing scenarios, expected results, actual outcomes, and testing status.

Table 4. Black-box testing results of the Fast Content Management system

No.	Testing Scenario	Input Description	Expected Result	Actual Result	Status
1	User Login	Valid email and password	User authenticated and redirected to dashboard	User redirected to dashboard	Successful
2	User Registration	Complete registration form data	Account stored and confirmation shown	Account successfully created	Successful
3	Article Creation	Article title, content, category	Article saved and listed	Article saved and displayed	Successful
4	Media Upload	Upload image or video file	File stored in media library	File uploaded and displayed	Successful
5	Editorial Review	Editor reviews article	Article status updated	Status updated correctly	Successful
6	Article Filtering	Select category filter	Filtered article list shown	Relevant articles displayed	Successful
7	Team Management	Modify user role	Role and access updated	Role updated successfully	Successful
8	Password Update	Old and new password	Password updated, re-login required	Password updated and re-login prompted	Successful

Based on the testing results, all evaluated system functionalities operated in accordance with the expected outcomes. Authentication and account registration features successfully validated user credentials and managed account creation processes. Content-related functions such as article creation, media upload, and article filtering performed reliably and effectively supported editorial workflows. In addition, administrative features, including team management and role assignment, functioned as intended and ensured controlled access to system resources.

Overall, the successful execution of all test cases indicates that the FCM system meets its functional requirements and demonstrates a stable level of performance from the user interaction perspective.

Implementation Observation

In addition to functional testing, system performance was observed during routine newsroom operations to evaluate how the Fast Content Management (FCM) system supports daily editorial activities. The centralized content management environment enables editors to monitor article status in real time, manage publication schedules, and coordinate editorial tasks more efficiently. Improved visibility of content status reduces the risk of delayed or overlooked publications, particularly for time-sensitive news content.

The system also supports structured data storage and retrieval, allowing previously published content to be accessed efficiently for editorial reference. This capability contributes to better content organization and supports continuity in editorial decision-making. These observations indicate that the implemented FCM system enhances responsiveness and operational efficiency within the digital newsroom.

Figure 4. shows the user authentication interface

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Figure 5. illustrates the account registration process

Visual evidence of system implementation is provided through representative screenshots. Figure 2 shows the user authentication interface, demonstrating that authorized users can securely access the system according to their roles. Meanwhile, Figure 3 illustrates the account registration process, indicating that new user accounts can be created and managed effectively as part of routine newsroom operations.

Overall, the implementation observation confirms that the Fast Content Management system meets functional requirements and effectively supports digital news publication activities at Batam Pos. The observed system behavior during real-world usage indicates that FCM provides a reliable platform for accelerating editorial workflows while maintaining operational control.

Summary of Results

Overall, the implementation of Fast Content Management (FCM) at Batam Pos successfully supports faster and more coordinated digital news publication. The system operates reliably across core editorial functions and aligns with role-based responsibilities, enabling clearer workflow coordination.

The integrated workflow improves transparency in content progression, reduces reliance on manual coordination, and supports more efficient editorial control. These results indicate that FCM provides a practical and effective foundation for enhancing digital newsroom efficiency in a local media context.

DISCUSSIONS

The findings of this study demonstrate that the implementation of Fast Content Management (FCM) effectively addresses several operational challenges commonly faced by digital newsrooms, particularly those related to workflow fragmentation and publication delays. Compared to conventional editorial workflows that rely on sequential processing and manual coordination, FCM introduces a more integrated and flexible approach to content management. The use of automation and real-time collaboration tools contributes to observable improvements in editorial efficiency and workflow transparency. These results are consistent with previous studies that emphasize the role of Content Management Systems in improving newsroom productivity and coordination (Bianco & Michelino, 2010). However, unlike prior research that primarily focuses on large-scale or national media organizations, this study provides empirical evidence of how workflow acceleration can be achieved in a local digital newsroom context. This finding reinforces the argument that technological optimization does not always require large-scale organizational restructuring, but can be achieved through targeted system integration aligned with existing editorial practices.

The discussion also highlights the importance of aligning technological implementation with organizational adaptation. At Batam Pos, the effectiveness of FCM implementation is supported by gradual editorial adjustment and user acceptance. Editorial staff adapted their routines to utilize system features such as real-time status monitoring and role-based task management. This observation supports earlier findings that emphasize human and organizational factors as critical determinants of success in digital transformation initiatives (Rodgers, 2015).

Furthermore, the implementation of role-based workflows contributes to clearer task boundaries and reduced process ambiguity. By standardizing content handling procedures, FCM supports editorial consistency and accountability across newsroom roles. This standardization is particularly important in fast-paced digital environments, where maintaining content quality while accelerating publication remains a significant challenge. The findings suggest that workflow standardization through system design can help balance speed and editorial control.

Despite these positive outcomes, the study also indicates that the benefits of Fast Content Management are not static and require continuous improvement. System optimization, periodic evaluation, and user training are necessary to sustain long-term effectiveness. This aligns with prior research that views digital transformation as

*name of corresponding author

an ongoing process rather than a one-time technological intervention (Kraus et al., 2021; Westlund et al., 2025).

Overall, this discussion reinforces the view that Fast Content Management should be understood not only as a technical solution but also as an organizational strategy. Its successful implementation at Batam Pos demonstrates how integrated systems, when aligned with editorial practices and supported by user adaptation, can enhance digital newsroom performance. These findings contribute to the growing body of knowledge on digital journalism management by offering practical insights into workflow acceleration in local media organizations.

CONCLUSION

This study concludes that the implementation of Fast Content Management (FCM) at Batam Pos successfully supports faster, more coordinated, and more transparent digital news publication processes. By integrating content creation, editorial verification, media management, and publication within a single platform, FCM addresses key operational challenges related to workflow fragmentation and manual coordination in digital newsrooms.

The findings indicate that the adoption of a role-based workflow enhances editorial coordination by clarifying task responsibilities among reporters, editors, and administrators. Real-time monitoring of article status and centralized content management improve editorial control and reduce the risk of publication delays, particularly for time-sensitive news. These outcomes demonstrate that workflow acceleration can be achieved without compromising editorial oversight.

From a broader perspective, this study highlights that Fast Content Management functions not only as a technical system but also as an operational framework that supports organizational adaptation in local digital media environments. The successful implementation at Batam Pos suggests that targeted system integration, aligned with existing editorial practices, can significantly improve newsroom efficiency even in organizations with limited resources.

Although this study focuses on a single local media organization and applies a qualitative evaluation approach, the findings provide practical insights that may inform similar digital newsroom implementations. Future research may extend this work by incorporating quantitative performance measurements, comparative studies across multiple media organizations, or long-term evaluations of system sustainability and editorial impact.

ACKNOWLEDGMENT

The authors would like to express their sincere gratitude to Batam Pos for granting permission and providing support during the implementation and evaluation of the Fast Content Management system. Appreciation is also extended to the editorial staff and system administrators who contributed their time, insights, and cooperation throughout the research process. This study would not have been possible without their valuable assistance and collaboration.

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