

**SOCIAL MEDIA MANAGEMENT STRATEGY INSTAGRAM @RBTV_JOGJA IN
PROMOTING RBTV PROGRAMS**

THESIS



Compiled by:

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21.67.0050

**UNDERGRADUATE PROGRAM
BACHELOR OF SCIENCE IN COMMUNICATION
FACULTY OF ECONOMICS AND SOCIAL
SCIENCE AMIKOM UNIVERSITY YOGYAKARTA
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**SOCIAL MEDIA MANAGEMENT STRATEGY INSTAGRAM @RBTV_JOGJA IN
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THESIS

to fulfill some of the requirements
to achieve a Bachelor's degree
in the Communication Science Study Program



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YEAR 2025**

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SKRIPSI

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PROMOTING RBTV PROGRAMS**

yang dipersiapkan dan disusun oleh

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Segala sesuatu yang terkait dengan naskah dan karya yang telah dibuat adalah menjadi tanggungjawab saya pribadi.

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PREFACE

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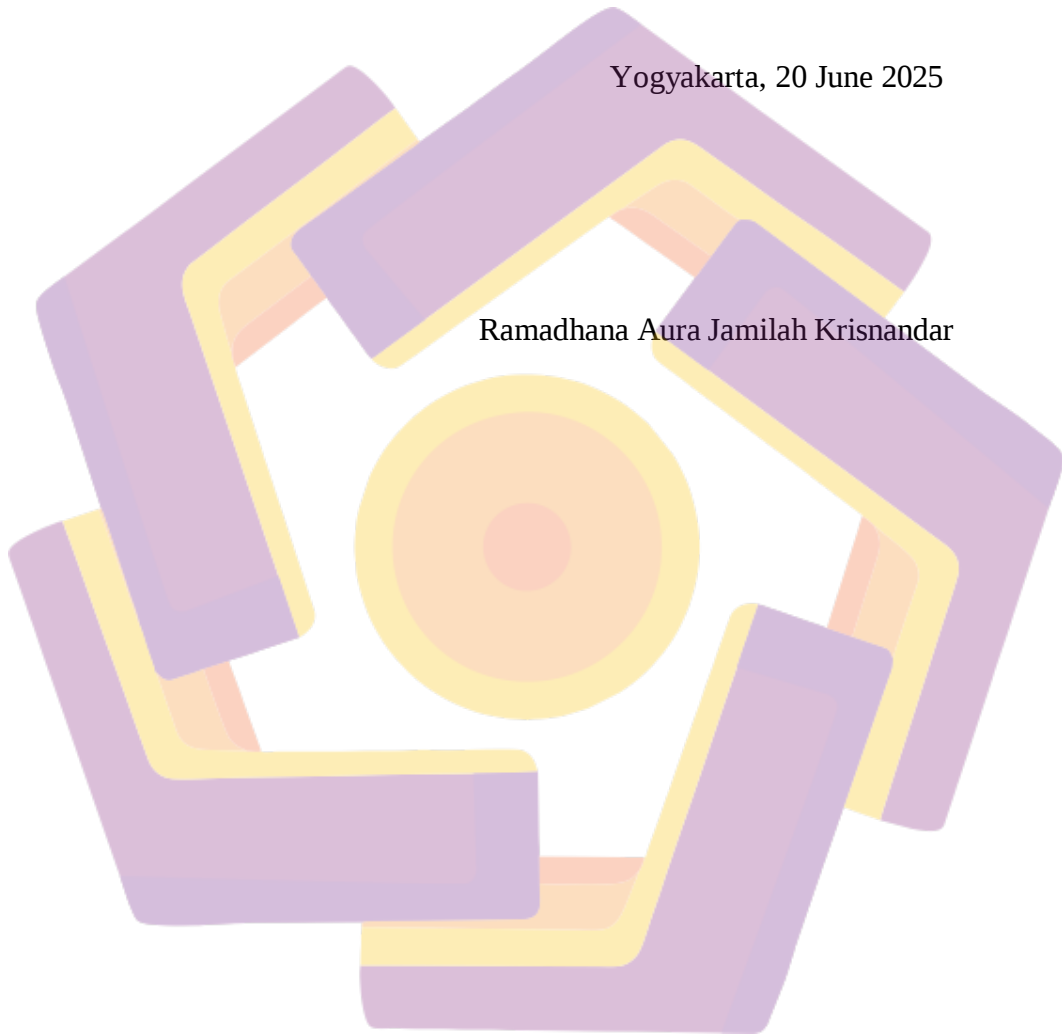


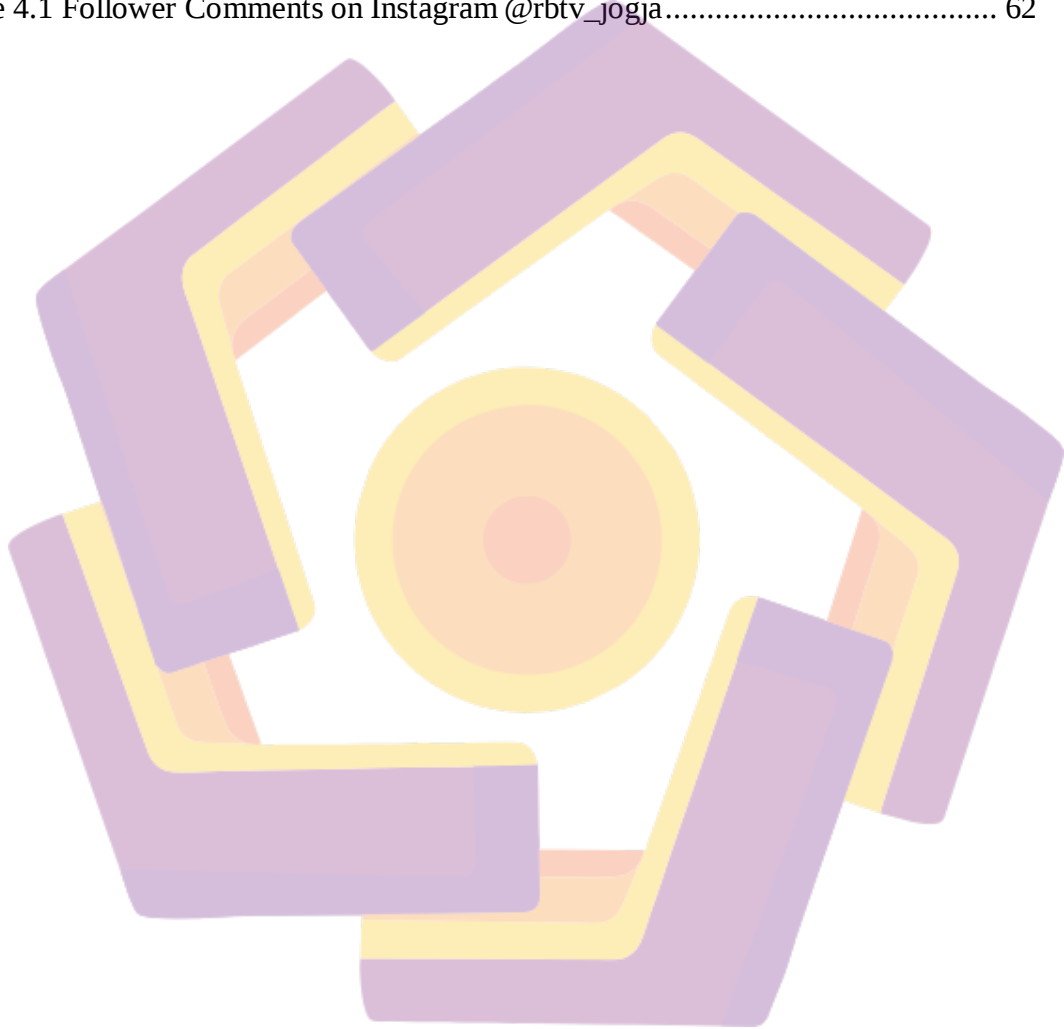
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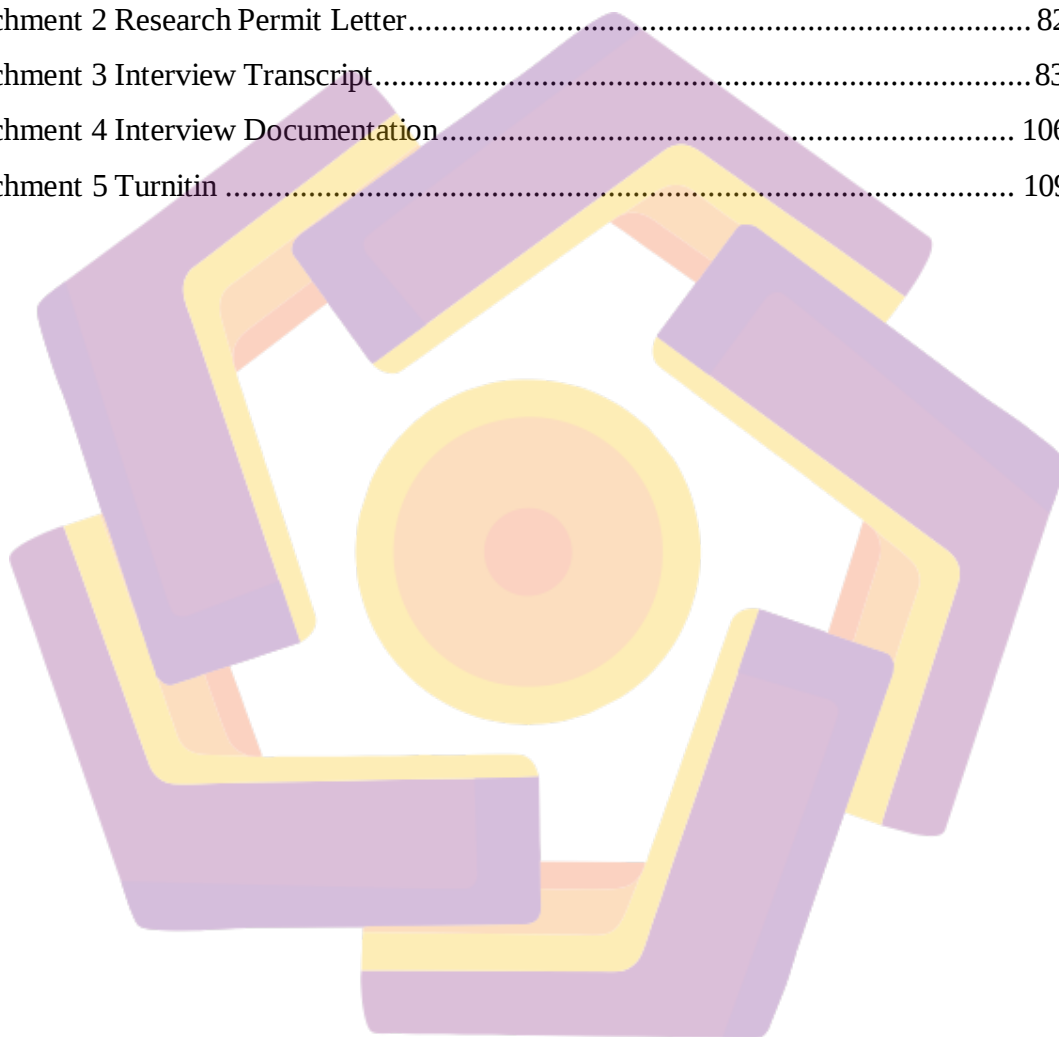


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ABSTRACT

This study aims to analyze the social media management strategy of the Instagram account @rbtv_jogja in promoting RBTV Jogja's television programs using the 4C theory framework developed by Chris Heuer, which consists of Context, Communication, Collaboration, and Connection. The research employs a qualitative method with a case study approach. Data were collected through in-depth interviews, observations, and documentation involving the social media manager, graphic designer, Instagram followers of RBTV, and external partners.

The findings reveal that RBTV Jogja integrates local values into its content strategy, as reflected in the use of the slogan "*Asli Jogja*" and the adaptation of content to local moments such as Ramadan and Independence Day. Two-way communication is fostered through interactive Instagram features such as comments, direct messages, polls, and stories. RBTV also collaborates with external partners through mutual digital promotion efforts. The connection with the audience is strengthened through visually appealing content, behind-the-scenes posts, and a warm, approachable tone that fosters emotional closeness.

The implementation of the 4C strategy demonstrates RBTV Jogja's ability to adapt to the characteristics of digital audiences while reinforcing its identity as a responsive and relevant local media institution.

Keyword : Social Media Strategy, Instagram, RBTV Jogja, 4C Theory

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi pengelolaan media sosial Instagram @rbtv_jogja dalam mempromosikan program-program RBTB Jogja dengan menggunakan pendekatan teori 4C dari Chris Heuer, yang mencakup elemen Context, Communication, Collaboration, dan Connection. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi terhadap pengelola media sosial, desainer grafis, pengikut akun Instagram RBTB, serta mitra eksternal.

Hasil penelitian menunjukkan bahwa RBTB Jogja telah mengintegrasikan nilai-nilai lokal ke dalam strategi kontennya, termasuk melalui slogan “Asli Jogja” dan pemanfaatan momentum lokal seperti bulan Ramadhan dan Hari Kemerdekaan. Komunikasi dua arah dibangun melalui fitur-fitur interaktif Instagram, seperti komentar, pesan langsung, polling, dan Instagram Stories. Selain itu, RBTB juga menjalin kolaborasi dengan mitra eksternal, terutama dalam bentuk promosi digital bersama yang bersifat saling mendukung. Upaya membangun koneksi dengan audiens dilakukan melalui visual yang menarik, konten behind-the-scenes, serta pendekatan yang menekankan kedekatan dan kehangatan emosional.

Keterlibatan berbagai elemen strategi 4C ini menunjukkan bahwa RBTB Jogja mampu beradaptasi dengan karakteristik audiens digital dan memperkuat identitasnya sebagai media lokal yang responsif dan relevan.

Kata Kunci : Strategi Media Sosial, Instagram, RBTB Jogja, Teori 4C