

CHAPTER I

INTRODUCTION

1.1 Background

The development of information and communication technology in Indonesia is increasingly rapid and has brought significant changes in accessing information and interacting. One important example is the development of social media, where social networking platforms become online tools that facilitate interaction, content sharing, and communication between individuals quickly and efficiently (Bambang & Muhammad, 2023). Social media is an internet platform that allows users to represent themselves and interact, cooperate, share, and communicate with other users, thus forming virtual social ties (Nasrullah 2015). Kaplan and Haenlein (2010) define social media as a collection of internet-based applications supported by Web 2.0 technology, which allows users to create and share content directly. From a communication perspective, social media serves as a platform for organizations or brands to deliver messages interactively to audiences. This view is reinforced by Mangold and Faulds (2009), who state that social media plays an important role in modern communication strategies due to its interactive nature and ability to reach a wide audience.

There are a total of 167 million social media users. 153 million are users above the age of 18, which is 79.5% of the total population (Yonatan, 2023). The presence of social media has changed the way people interact, share information, communicate, and enjoy various types of content. Social media is now a tool that supports people in establishing social relationships and participating in various activities. Through this platform, users can share messages, photos, videos, and ideas with other users (Purwoko & Nataly, 2023). Based on a survey from We Are Social, the number of active social media users in Indonesia in early 2024 was recorded at 139 million people.



Figure 1.1 Active Social Media Users 2024

(Source: wearesocial.com)

Advances in technology and information now allow people to access various information on social media easily. According to a survey conducted by the Katadata Insight Center (KIC) together with the Ministry of Communication and Information Technology (Kominfo) entitled “The Status of Digital Literacy in Indonesia 2021,” 73% of respondents in 2021 used social media as a source of information and television came second with 5.9% of respondents, which means that social media is superior to television in providing information.

Media Sosial Menjadi Salah Satu Sumber Masyarakat Mendapatkan Informasi (2020-2021)



Figure 1.2 Digital Literacy Status in Indonesia 2021

(Source: data.boks.katadata.co.id)

In addition, people can also communicate with others through applications such as Instagram, Facebook, Twitter, and WeChat. This convenience is created thanks to the support of advanced technology that is very helpful in facilitating access to information and communication (Puguh, 2017). Overall, the three most popular social media platforms frequently accessed by respondents are Instagram (94%), Youtube (91%), and TikTok (81%), these results are based on a survey conducted by Invinyx and Jakpat with the theme Mapping Influencer Strategies in Social Media. Based on data from We Are Social, in January 2021, there were 4.20 billion social media users worldwide, with 170 million of them coming from Indonesia. Instagram is one of the most frequently used social media platforms. The Instagram platform has various types of accounts that are used for the purposes of online stores, official accounts of agencies and companies, service providers, and information provider accounts (Ma'ruf, 2017).

Good social media management includes several key aspects, namely interesting content planning, consistency in information delivery, and active interaction with the audience. Interesting content planning should consider audience preferences, current trends, and storytelling that can increase user engagement (Chaffey & Ellis-Chadwick, 2020). Consistency in information

delivery means maintaining a regular upload schedule, maintaining brand identity, and providing relevant information regularly to keep the audience connected to the promoted program (Hanna, Rohm, & Crittenden, 2011). Meanwhile, active interaction with audiences includes replying to comments, holding live Q&A sessions, and using polls or other interactive features to build closer relationships with followers (Tuten & Solomon, 2020).

In the rapidly evolving digital era, media consumption has undergone a significant shift. Where conventional television used to be the main source of entertainment and information, people now have a wide choice of digital platforms that offer a variety of content that is more flexible and suited to individual preferences. YouTube, Netflix, Disney+, and various other streaming services allow audiences to watch shows anytime and anywhere, without being tied to broadcast schedules like on conventional television (Statista, 2023). This competition requires local television stations such as RBTV to adapt to digital trends in order to stay relevant and not lose their audience. One strategy that can be implemented is to utilize social media as an effective marketing communication tool (Chaffey & Ellis-Chadwick, 2020).

Instagram, as a highly visual and interactive social media platform, plays an important role in digital marketing strategies. In addition, analysis of the Instagram algorithm and utilization of the latest features are also key factors in the success of promotional strategies through social media. The ever-changing Instagram algorithm requires social media managers to understand the factors that influence content reach and engagement, such as frequency of interaction, use of relevant hashtags, and utilization of popular content formats (Hootsuite, 2023). Utilization of the latest features, such as Instagram Reels and Stories, can increase content visibility as these features are prioritized in users' feeds over regular posts (Statista, 2023). RBTV Jogja is one of the television broadcasting companies that utilizes Instagram social media to promote several programs at the television station with the account @rbtv_jogja.

RBTV Jogja (*Reksa Birama Televisi*) is a local private television station that stands and broadcasts in Yogyakarta. The idea to establish this local television station came from two Yogyakarta-based figures, Wahyu Sudarmawan, S.E., S.H., M.Si., and Aris Yudanto, S.H., a radio personality from Yogyakarta. Both have the desire to contribute to regional development by utilizing the skills and knowledge they have (Fadhilah et al., 2016). The name RBTV comes from the initials of PT Reksa Birama Media, the institution that manages the management of RBTV Jogja. In addition, the selection of this name was also inspired by the initials of Aris Yudanto's broadcast radio which is quite famous in Yogyakarta, namely Retjo Buntung. RBTV Jogja has several television programs such as Kabar Jogja, Leyeh-leyeh, Film Review, Music Box, and so on. This television station not only broadcasts news about Yogyakarta, but also covers national and international news. The programs presented are also diverse and suitable for various age groups, ranging from children, teenagers, to adults. Although it is a local television station in Yogyakarta, RBTV Jogja's broadcast can reach as far as Ngawi, East Java. Starting March 1, 2012, RBTV officially became a local television station under Kompas TV (Lufityanti, 2012). This led to changes in RBTV's broadcasting hours, which previously ran from 10:00 a.m. to 24:00 p.m., now extended from 4:00 a.m. to 1:00 a.m. to adjust to Kompas TV's broadcast schedule.

However, in practice, there are still various challenges faced in managing RBTV's Instagram social media, such as competition with other digital platforms, limited human resources, and dynamic changes in social media trends. Therefore, this study aims to analyze RBTV's Instagram social media management strategy in promoting RBTV programs to find a more effective and optimal approach.

By understanding RBTV's social media management strategy on Instagram, this research will provide insight into the effectiveness of digital marketing communications in the local broadcasting industry. The results of this research are expected to provide recommendations for RBTV in optimizing its digital marketing strategy and become a reference for other local television industries that want to utilize social media more effectively. Based on the description above, Instagram @rbtv_jogja certainly has management of their content as a marketing

communication medium for the television program. This research will analyze the content of Instagram @rbtv_jogja social media content as a marketing communication medium for local television station RBTB Jogja. The purpose of this research is to identify the content of RBTB Jogja's Instagram social media content that is effective in becoming a marketing communication medium and understand what content and what kind of content affects marketing communication on this television program.

1.2 Research Questions

Based on the background that has been explained, the research question of this research is, how is the strategy of managing Instagram social media @rbtv_jogja in promoting RBTB Jogja programs?

1.3 Research Objectives

This research aims to:

1. Analyzing the social media management strategy of Instagram @rbtv_jogja in promoting RBTB programs.
2. Know how RBTB utilizes Instagram features as a promotional medium.

1.4 Significance of the Study

This research was conducted with the hope of providing benefits to several aspects, as follows:

1.4.1 Theoretical Significance

Theoretically, this study is expected to contribute to the field of Communication Science by enhancing the understanding of communication through content analysis of Instagram as a medium for marketing communication..

1.4.2 Practical Significance

Practically, this research is expected to provide insight into how to manage content as marketing communication through social media.

