

CHAPTER V

CLOSING

5.1 Conclusion

RBTV's social media management through the Instagram account @rbtv_jogja can be understood as a form of adaptation by local media institutions to the dynamics of the digital communications ecosystem. Utilization of the Reels feature, collaboration with external partners, and openness to audience criticism and suggestions demonstrate an awareness of the importance of a communication strategy oriented toward relevance, participation, and engagement with the public. Within Chris Heuer's 4Cs theory, this strategy reflects RBTV's efforts to provide context that aligns with the needs of digital audiences through light, visual, and easy-to-consume content.

However, observations reveal a gap between strategic planning and practical implementation. The idealized casual communication style has not yet been fully realized in Instagram content; the majority of posts still use formal and informative language that tends to resemble government institutions or mainstream media. This situation has implications for low audience engagement, particularly among Gen Z and millennials, who are more responsive to fluid, expressive, and interactive communication styles. Furthermore, the two-way interaction, which is claimed to be responsive, has not been felt evenly, as RBTV's account still focuses more on content distribution than on building direct conversations with followers.

The improvement in the quality of visual content on Instagram is largely driven by the contributions of interns, who produce creative content such as popular videos in the Reels format. This demonstrates that despite RBTV's limited internal resources, the presence of interns can add a fresh perspective to the production of more varied and trend-driven content. However, if management is solely handled by core staff, the content uploaded tends to be limited to behind-the-scenes content and promotional posters. This means that interns play a significant role in enriching RBTV's digital strategy, although its sustainability is uncertain.

In terms of promotion, RBTV's digital strategy remains relatively organic and simple, with activities typically limited to reposting content from partners without further processing into integrated creative campaigns. The convergence between social media and television programming has not been optimal, as expressed by followers who say they enjoy RBTV's Instagram content but don't feel compelled to watch the television broadcasts. This fact suggests that RBTV's social media platforms have not yet functioned as an effective gateway for connecting digital audiences with television programming.

Although RBTV has attempted to adapt to the digital era by leveraging social media trends, maintaining its local identity, and creating opportunities for audience participation, the effectiveness of these strategies remains limited. The main challenges lie in consistently implementing a casual communication style, maintaining the intensity of audience interaction, and strengthening a more integrated digital promotion strategy. The role of interns has proven to significantly contribute to delivering more engaging and trend-setting content, but RBTV needs to ensure the sustainability of this strategy so that it does not rely solely on temporary contributions. With improvements in these areas, RBTV has the potential to increase its digital appeal while more effectively connecting social media with television broadcasts.

5.2 Suggestions

1. Practical

Based on the research results, RBTV Jogja is advised to be more consistent in implementing a casual communication style that suits the characteristics of young audiences such as Gen Z. Although this strategy has been planned, the published content is still dominated by formal language. RBTV also needs to strengthen its social media team by adding permanent personnel so that content management does not depend on one individual and is not hampered when there are no interns. In addition, collaboration with external

parties such as ABP can be further developed through a more integrated joint digital campaign. Utilizing insight data from Instagram is also important to do routinely to adjust content to audience interests and behavior.

2. Academic

This research can be a basis for further studies in the field of digital communication, especially local media. The next researcher is advised to deepen one element of the 4C theory so that the results are more focused and in-depth. In addition, cross-platform comparative studies or direct approaches to audiences through surveys can also provide new perspectives on the effectiveness of social media strategies. Long-term research can also be conducted to see the dynamics of local media digital strategies over time.

