

## Social Media Strategy of Liputan 6 SCTV Facing Competition among Television News Programs

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### ABSTRACT

By undergoing transformation or change, Liputan 6 SCTV strives to develop its digital media department. The development of this department is aimed at maintaining the Liputan 6 brand's existence and responding to the competitive landscape of the television media industry. The rise of the internet in the digital era has forced television media to evolve in order to remain relevant, as viewers are increasingly abandoning traditional media and opting for a single device to perform multiple tasks simultaneously, such as watching TV and browsing the internet. Television viewership has declined as a result of this phenomenon. In the digital era, television media companies must compete with one another, maintain viewer loyalty, and attract audiences from various demographics. Knowledge of the items being researched related to basic theory and the development of knowledge about one or more events that have occurred is the goal of this paper. With TikTok, viewers can interact with content in ways that go beyond regular TV broadcasts, prompting them to use more platforms like YouTube or social media such as TikTok and Instagram.

**Keywords:** *Social media, TikTok, TV audience*

### INTRODUCTION

Mass communication is one topic among many in the social sciences and is only a part of the research scope of human communication. Mass communication has characteristics such as institutionalized communicators, general messages, anonymous and heterogeneous audiences, creating simultaneity, prioritizing content over relationships, being one-way, having 'limited' sensory stimuli, and delayed feedback (Gushevinalti, Suminar, P., & Sunaryanto, 2020)

In the current globalization era, television media is also experiencing a shift in function and segmentation, where television must inevitably transform towards digitalization. One indication of this transformation is the emergence of the internet, which has become the primary driver of media convergence. To maintain the existence of mass media, media companies need to develop digital transformation strategies. Business transformation in the era of digitalization or technological disruption has become a necessity (Nazara, 2020). This phenomenon is unavoidable, as the way society consumes media has changed due to technological advancements. Viewers who once enjoyed

terrestrial free-to-air or linear TV broadcasts are now switching to video streaming (Kasali, 2019)

Data from the Central Statistics Agency (BPS) indicates that the number of television viewers in Indonesia has declined, from approximately 93.21% in 2018 to about 89.96% in 2021. This represents a decrease of 3.25% over three years. The migration of viewers to digital TV broadcasts contributes to this decline. One reason is that content on digital streaming platforms, such as YouTube and Vidio, is more varied and accessible compared to traditional television. Digital streaming platforms can be accessed anywhere and anytime through smartphones and other devices, allowing viewers to choose content that suits their interests.

A survey conducted by KOMINFO in 2020 showed that the use of the internet for fulfilling information needs from new media reached 76.0%, while information accessed via television reached 59.5%. The survey results indicate that the development of communication technology significantly influences public consumption of television. New media, such as smartphones, tablets, and internet-based devices, have become preferred choices for watching television. Their flexibility allows people to access information and entertainment anytime and anywhere.

This researcher will focus on studying Liputan 6 SCTV, a news program broadcast in Indonesia. This reality necessitates that conventional media like SCTV, particularly the Liputan 6 news program, monetize their content into digital platforms to retain viewership. As Fidler (2003) writes in his book *Mediamorphosis: Understanding New Media*, this transformation also occurs due to radical changes caused by cultural shifts, technological advancements, political and economic dynamics. This condition is referred to as mediamorphosis in communication studies. Mediamorphosis represents the transformation of communication media, typically resulting from complex reciprocal relationships among perceived needs, competitive pressures, political factors, and various social and technological innovations.

Media convergence occurs due to the merging of conventional media with digital or new media. These new media are now fulfilling the information and entertainment needs of society. The key aspect of this media convergence is internet-based media. One

form of this crisis includes declining circulation, falling advertising revenues, diffusion of attention, and authoritative crises affecting media. This leads to issues such as financial concerns, time constraints, autonomy, cultural changes, and significantly impacts journalists seeking news and the public's continuous demand for new information. This indirectly compels conventional media to embrace media convergence (Iskandar, 2018).

In examining the category of new media, it can be divided into three possibilities. The first possibility is that media is considered new when it feels foreign and is presented aggressively, even repetitively. The second possibility is that the use of new media has become part of our daily consumption, which decreases curiosity to investigate further.

The researcher is interested in studying how Liputan 6 SCTV transforms its Digital Media Department, using the perspective of Mediamorphosis theory by Roger Fidler, focusing on the concepts of co-evolution, convergence, and complexity. This theory will be utilized to analyze the process of content production and distribution at Liputan 6 SCTV, particularly in relation to its social media content created by the Digital Media Department and Emtex-Ex social media.

## **LITERATURE REVIEW & THEORY**

To identify previous research and distinguish it from the study to be conducted, several prior studies have been examined and analyzed before the commencement of this research. Gushevinalti, Panji Suminar, and Heri Sunaryanto (2020) in the Journal of Master's Communication Science conducted research titled "Transformation of Communication Characteristics in the Era of Media Convergence." They state that the development of communication technology has contributed to the discourse on the transformation of mass communication characteristics from conventional to digital.

Thomas Hess, Christian Matt, and Florian Wiesböck (2016) in their research titled "How Germany Media Companies Defined Their Digital Transformation Strategies" state that: 1) Television companies are working to enrich their digital portfolios and actively seek new business models enabled by digital technology as a diversification strategy in the digital era; 2) Print media like Mittlebayersiche are migrating to "e-paper" and creating paid applications ("ad-on digital"); and 3) Ravensburger continues its digital

transformation through Ravensburger Interactive, including "online games" and "e-books." (Thomas Hess, Christian Matt, 2016)

After studying these previous studies and considering relevant concepts and methods, this research presents a theme or case that is distinct and has not been explored in prior research. The "novelty" that differentiates this study from others is that the subject of this research is the Digital Media Department of Liputan 6 SCTV, a unit within a television program at SCTV that is undergoing digital transformation. This study will examine the application of new media theory and mediamorphosis in the production and distribution process of television content into social media content.

In its development, mass media as a tool for disseminating information has undergone numerous changes. In the era of old media, information dissemination relied on print media such as stickers, bulletins, handouts, posters, banners, newspapers, magazines, books, leaflets, brochures, and so on. The term old media has emerged due to the rapid advancement of communication technology that has birthed digital technology, also referred to as new media.

The author's observations of surveys conducted by a leading global research agency focused on tracking media trends in Indonesia serve as the foundation for this research. Television can no longer rely solely on advertising revenue. In today's digital era, companies must shift their mindset from relying on primary income ("stand-alone") to an ecosystem-based business model that allows players to orchestrate various resources available externally. This phenomenon is unavoidable, as the way people consume media has changed due to technological advancements.

Viewers of linear television or "free-to-air" on terrestrial platforms are increasingly shifting to video streaming services. TV and the internet are two types of media with the highest reach, according to Nielsen Consumer & Media View Q3 on 2022, TV still leads with 81.1%, while the internet has seen significant growth, reaching 76.7%. Users aged 40–49 (18%) and 50+ (23%), along with those aged 20–29 (26%) and 10–19 (22%), continue to dominate the TV user base as of Q3 2022. In summary, technology has weakened traditional television in several respects. However, it cannot be denied that as the internet has evolved, it has also successfully created social media, a new media

platform for the digital era, encompassing sites such as Facebook, Instagram, YouTube, and TikTok.

According to (Irwan Setyawan, 2023) mediamorphosis refers to the metamorphosis of communication media, which typically results from a complex interaction among various perceived demands, political power, competition, and technological and social innovation.

The description above indicates that the process of adaptation, integration, and transition between old media and new media occurs in a complex and multilayered manner. Therefore, convergence is not solely about the medium itself, but also about society's interaction with that medium (Smith & Hendricks, 2020:6). The interconnections established in media convergence cannot be separated into three levels of convergence: technological convergence, cultural convergence, and economic convergence.



Figure 1. Conceptual Framework

## METHODOLOGY

This research employs a constructivist paradigm. According to Syaodih (2007:94) in (Djamal, 2015) the constructivist paradigm views reality as multifaceted, interactive, and a social exchange understood by individuals.

The research subjects are individuals who will provide information related to the study to be examined. In qualitative research, it is not intended to make generalizations from its results. Research subjects reflected in the research focus are deliberately determined. These research subjects become informants who will provide various

necessary information during the research process. An informant is someone who truly understands a particular issue or problem from whom clear, accurate, and reliable information can be obtained, whether in the form of statements, statements, or data that can help understand the issue or problem.

In this qualitative research, the researcher selects informants using purposive sampling method, based on specific characteristics that are closely related to the research objectives and cover individuals selected based on certain criteria created by the researcher based on research purposes.

By using this technique, the researcher will select informants who can be trusted to answer and provide the expected sources of information, namely key informant. As a Key Informant, Suwarjono serves as the Galuh Garmabrata, Social Media Coordinator, EMTEK Ex, a division managing Liputan6 SCTV's social media. The reason the researcher chose him as a key informant is that, from the job structure, he holds a strategic and highest position in the operational field of the new media industry. He knows and oversees the internal processes of the company.

Data collection in the research is through observation, interviews, and documents. According to Paton as cited in (Djamal, 2015), observation is essentially an activity to obtain information through the sense of sight. In this research, the author uses non-participant observation, where in non-participant observation, the author only performs one function, namely observing (Djamal, 2015). Observations are carried out directly at the Liputan6 SCTV office located at Jalan Asia Afrika no.6, SCTV Tower, South Jakarta. Interview is one of the techniques for obtaining data by conducting direct conversations between the interviewer asking questions and the interviewee answering those questions. The interview technique used by the author in this research is an approach using general interview guidelines.

## **RESULTS AND DISCUSSION**

Galuh Garmabrata, Social Media Coordinator at EMTEK Ex, the division managing social media for Liputan6 SCTV. Convergence Strategy of Liputan6 SCTV to Expand Audience Reach Through TikTok Social Media The TikTok account of Liputan6SCTV is part of

enhancing company branding to make the public aware of SCTV news programs that are still relevant, even in the digital realm. The Liputan6SCTV TikTok account has been operational since April or early Quarter 2 of 2021. The current manager of the Liputan6SCTV TikTok account is a Social Media Team Officer from the Emtek EX division.

The rapid development of technology and information has triggered intense competition among media outlets to maintain their positions. Therefore, various efforts must be made to remain viable amidst the emergence of new media.

TikTok Liputan6SCTV was created to keep up with the development of social media platforms. TikTok is currently in 2023 the most popular platform, especially among Millennials and Gen Z as significant social media audiences.

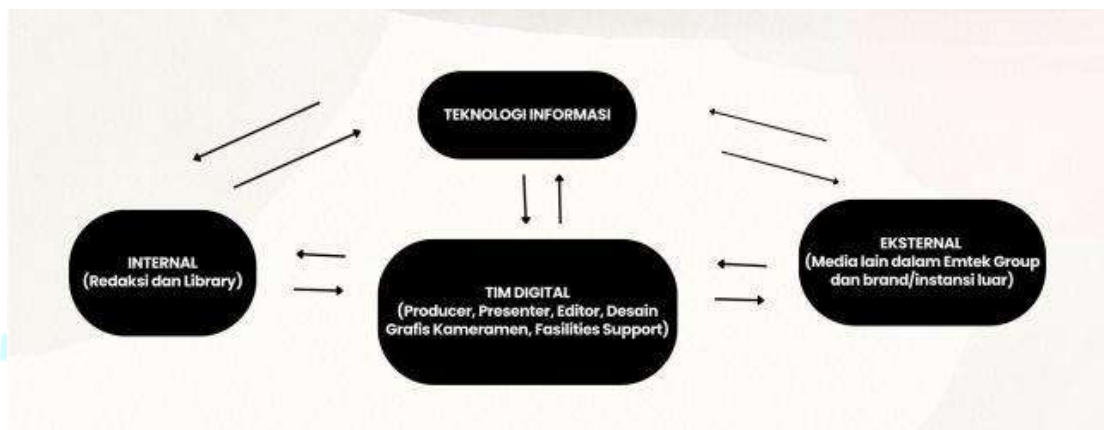


Figure 2. Content Production Workflow at Liputan6 SCTV

The convergence of Liputan6 SCTV amidst the competition in the new media industry is carried out through several steps in line with the media convergence strategy, namely Multimedia, Multichannel, and Multiplatform.

1. Multimedia: Liputan6 SCTV integrates various forms of media content, including text, images, videos, and interactive elements, to create engaging and dynamic content that appeals to a wide audience across different platforms.
2. Multichannel: The convergence strategy involves distributing content across multiple channels, both traditional and digital. Liputan6 SCTV utilizes television broadcasting as well as online platforms such as social

media, websites, and mobile applications to reach audiences through various channels simultaneously.

3. Multiplatform: Liputan6 SCTV ensures its content is accessible on multiple platforms, catering to the diverse preferences and habits of modern audiences. This includes broadcasting news programs on television, streaming live content on digital platforms, and optimizing content for mobile devices to reach audiences wherever they are.

By implementing these strategies, Liputan6 SCTV maximizes its reach and engagement across different media channels and platforms, staying relevant and competitive in the rapidly evolving landscape of new media.

## CONCLUSION

Liputan6 SCTV is transforming with digital broadcasts, influenced by technological advancements, with TikTok Liputan 6 as one of the processes of Liputan 6 SCTV's digital transformation. The aim is to broadcast news programs on social media to enhance quality and reach a wider audience. The process of digital transformation through content on Liputan6 SCTV's social media aligns with the mediamorphosis theory, where Fidler mentions three concepts: complexity, convergence, and co-evolution. The convergence occurring in Liputan 6 SCTV's news programs is the intersection or combination that leads to transformation in each centralization or unification of technology, such as the creation of new technologies and their integration.

The presence of this technology then 'forces' policymakers in the television industry to take a stance on these matters. The influence of technological development in the information sector impacts various fields around the world. This variable makes the public eager and confident to seek out and watch Liputan 6 wherever they are. Liputan 6 SCTV's convergence strategy on TikTok is aimed at demonstrating the company's existence and reaching audiences of all ages, particularly on social media. Not only does it upload regular news, but to attract viewers, it also shares activities of News Anchors or Reporters and utilizes TikTok's Live feature. The outcomes of the digital content transformation at Liputan6 have led to the creation of Instagram (@liputan6.sctv), TikTok

(@liputan6.sctv), and YouTube (Liputan 6 SCTV). Social media, which previously functioned as a promotional tool for television programs, has transformed into a distribution medium for free-to-air content, including video streaming, latest videos, treatment clipping programs, and promotional media for shows. In the fourth year since the creation of the TikTok account for Liputan 6 SCTV, it has successfully attracted advertisements and increased the company's revenue.

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