Media Convergence Strategy on Metro TV: Optimizing the Use of New Media in the OPSI Program

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ABSTRACT

This study aims to determine Metro TV's media strategy in media convergence, especially in optimizing the use of new media for broadcast programs: "OPSI." This study describes how the media implements the use of social media for the development of tv programs. The method in this study uses descriptive qualitative with in-depth interviews and observations. Metro TV seeks to optimize the advantages of new media for media convergence to broadcast in a multiplatform way. These advantages include multimedia, topicality, fastness, update, flexibility, breadth, and interaction. It is used to expand the reach and adapt to the audience's habits in consuming media today. Moreover, it can be used as a medium for promotion before the program airs.

INTRODUCTION

The new media provides convenience for the public on all sides, both in accessing any information through the internet network. According to Chun in the Jurnalistik Online book by Romli (2018), new media is a simulation of forms of media outside of the five conventional mass media, including television, radio, newspapers, magazines, and films. In addition, the media has a fluid nature (fluids), individual connections, and means for control and freedom. So new media is a communication product mediated by technology that is shared with digital computers.

Rodriguez et al. (2016) said audiovisual content production, distribution, and consumption had experienced a permanent transformation in the last decade. Technological developments have opened up new consumption possibilities for users, who have changed their traditional role in the content exploitation chain. They can act now as promoters of the products they consume. Dracula (2014) said mobile technologies determine a new phase of media convergence. Many industries move on mobile technology: banking, media, advertising, music, computers, Internet. It is understood that technological convergence is based on multiple technologies, such as information systems, telecommunication, and media technologies.

According to Hootsuite and We Are Social's data in the Q4 Global Digital Statshot of a total population of 7.6 billion people, there are 4.1 billion internet users, with 5.1 billion smartphone users, and 3.1 billion of them are social media users in their cell phones. In calculating the growth of internet users is up 7 percent annually. In a study conducted by Google regarding smartphone use, 82% of respondents used it for communication (to access email and social networking). 65% of them access news (read news from newspapers and blogs), and 89% for entertainment (surfing the Internet, listening to music, playing games, and watching videos on video-sharing sites like YouTube). Regarding applications, Google studies show that respondents have an average of 17 applications installed. The same study shows that 83 percent of smartphone users watch a video that likes (Dracula, 2014).

Interactivity becomes one of the specific tools between old and new media. Interactivity can also be interpreted as communication from the public to information providers. When the public has the role of being a user, the more the audience feels involved, the more they will feel valued and happy to access the information (Romli, 2018). Interactive is one of the advantages of new media. Romli (2018) explained new media's eight characteristics and advantages: multimedia, topicality, quickness, updates, flexibility, breadth, and interaction.

One form of new media is social media which is now widely used by audiences to interact, both between mass media the audience and between the audiences themselves. According to Meikle and Young (2012), social media is a convergence between personal communication in the sense of sharing between one individual with others and public media to share with anyone without individual specificity. Convergence media has been starting to become the primary strategy of media, whatever their form (Turow, 2014).

The exciting thing about social media is that each user will have their own identity. For fellow users who do not know each other or are yet to be friends in the real world, they will imagine each other based on profiles in their respective accounts. Meanwhile, fellow users who already know each other are not at the level of "who is he/her" but at the level of "what is he/she doing." For example, if two friends know each other, then on social media, they are more focused on what is he/she doing or what is happening to him/her. (Nasrullah, 2017).

Social media is a tool that connects a person with friends to communicate and exchange information by creating a personal account on specific sites. The most popular and most commonly used websites are Instagram, YouTube, Twitter, and Facebook (Annastri et al. l, 2021). Also, social media is used as a promotional tool to advertise a product or service to the general public or the public, namely the community (Daud et al. l, 2021).

There is a change in media consumption patterns today, especially among young people. According to research by Asmarantika et al. (2022), the duration of access to digital media for Gen Z Indonesia is relatively high, which is more than 8 hours per day. Social media is the most common channel used by Gen Z to access information.

A. Twitter

Twitter is one of the social media extensively used in this digital world. The report says that Twitter uses up to 12GB of data daily (Sandi et al. l, 2022). It is specialized to accommodate users to express their opinions on general topics, businesses, government, and analysis of specific subjects and people (Chintalapudi et al., 2021) to promote TV Programs.

According to Kusuma (2009), there are some terms in Twitter, such as; (a) Timeline is a list of the latest tweets from other Twitter users followed by the account owner, including tweets created by the account owner. (b) Direct Message (DM) is a private messaging feature between users that other accounts cannot see. (c) Trending topics are themes discussed hotly among Twitter users. (d) Tweets consist of messages with a maximum of 140 characters. Tweets contain the latest news ("what is going on") related to things the account owner likes. (e) Reply tweet or response tweet (RT) is a comment or reply to a tweet. (f) Retweet is copying the entire contents of the tweet from other accounts, which will then appear in the account that is retweeting and then can be seen by account followers who retweet. (g) Follow follows an account and information submitted by the user. (h) Follower is a follower or follows someone's account. (i) Mention (@) is used to mention the username of the party to communicate with. This symbol is used at the beginning before writing the username of the intended party. (j) Hashtags or hashtags (#) are signs used to mark keywords for discussion topics or information shared so that they are easy to find.

B. Instagram

Instagram is a photo-sharing application that allows users to take photos, apply digital filters, and share them with various social networking services (Prihatiningsih, 2017; Mayangsari et al., 2021). Instagram is a digital media application with almost the same function as Twitter, but the difference lies in taking photos in the form or place to share information with users (Atmoko, 2012). Instagram has become a new media platform for broadcasting. Through its features that make it easy to connect, Instagram is one of the largest social networks.

According to Landsverk (2014), Instagram features include; (a) Feed. In this feature, the user can see the posts uploaded by accounts that have been followed. (b) "Tab" popular. This feature allows users to view the photos or videos most liked by other users at any time. If we want to see something more specific, write in the username and hashtags fields. (c) News and updates, this feature bring up notifications on Instagram that give rise to Instagram user information. (d) Like and comment, users can like photos or videos uploaded by other accounts by pressing the love icon or double tab and can give comments if they want to interact with other users. (e) Your Profile can be seen in the square icon. In the profile, photo files that users have ever uploaded are stored. (f) Posting is the language when uploading photos. Photos to be uploaded can be given a layer to make them look attractive using the features provided by Instagram

C. YouTube

YouTube is an online video that has a purpose as a medium to search, view, and share original videos to and from all corners of the world through the web (Budiargo, 2015; Prabowo et al., 2022). YouTube is a video provider application. Users can search for information, entertainment, and viewing. YouTube trends began to spread in Indonesia, and many channels emerged and became famous (Pratama & Rosilawati, 2022). YouTube can be used to rerun the tv program to optimize promotion and drag new audiences (Rizkiansyah, 2018).

The YouTube application offers various features (Urban Digital, 2018), including; (a) Choose Video Appeared in Home. The user will see the suggested videos on the YouTube application's Home page. If the user does not like a video, the user can tag the video. So that the list of videos that appear will be more in line with user preferences. (b) Manage Subscription Channel Notifications. Users may subscribe to several YouTube channels. Nevertheless, YouTube provides features in which users can arrange to get notifications from the channel so users can be the fastest to watch their favorite channels. (c) Skip the Video Duration. The YouTube application provides a feature to skip videos with a double-tap gesture on the video being played. The video will jump within a particular duration according to the initial settings. For example, it is 10 seconds. Tap the right side of the screen to go forward 10 seconds, and tap the left side to go back 10 seconds. (d) See Related Videos While Watching. The user is watching a video in complete screen condition. However, the user wants to watch other videos that are similar to what the user is viewing. The YouTube application has features that can help, so the user does not need to return to the home page. (e) Turn off YouTube Video Autoplay. The YouTube application will automatically play the following video. However, through this autoplay feature, we can disable it so that YouTube will not display the next video automatically. (f) YouTube Video Quality in Application. YouTube provides video quality features. Users can adjust the video quality as desired.

The conventional media, such as radio and television, forced changes to anticipate the development of technology and media based on the internet. Metro TV realized the challenge that media must be able to do some convergence media; therefore, Medcom. was built to create the strategy from television media, especially Metro TV, in the digital era (Rizkiansyah et al., 2018). The OPSI program is one of the top programs on Metro TV. This program utilizes new types of media, namely social media, Twitter, Instagram, and YouTube. This study will look at how the OPSI program can optimize the use of social media to promote and drag audiences. One of the new media aspects is connected to the internet. Internet-based media can encode, store, manipulate and receive messages (Gani et al. l, 2020)

METHOD

This type of study is descriptive qualitative. It focuses on interpreting phenomena in their natural settings to make sense in terms of the meanings people bring to these settings (Denzin & Lincoln, 1994). Qualitative research methods are studies used to examine natural objects where the researcher is the key instrument, data collection techniques are combined, data analysis is inductive, and qualitative research results emphasize meaning than generalization (Prasanti, (2018).

This research describes implementing a media convergence strategy and how Metro TV utilizes social media features. This study's analysis uses eight characteristics and the advantages of new media, according to Romli (2018), including multimedia, topicality, fastness, updates, flexibility, breadth, and interaction. In addition, this study will explain the optimization of the use of new media by utilizing the features of social media Twitter, YouTube, and Instagram.

To obtain the data, the researchers used in-depth observations and interviews. Researchers for one month carried out observations. While for the interview, the researcher prioritized interviews with four informants. Key informants were selected based on the criteria of being directly involved in creating and managing content for social media accounts (Instagram, Twitter, and YouTube). They were; (a) Dina Farah (Head of Promotion of Metro TV), (b) Mayang Ulfah Nari Manda (Social Media Content of Metro TV), (c) Geetha Prayoggie Wicaksana (Digital Content Specialist of Metro TV), (d) Guardian Santoso (Executive Producer of OPSI Program).

The data analysis technique uses coding, categorizing qualitative data to be easily measured or understood. In the Basis of Qualitative Research: Grounded Research Procedures and Techniques book written by Strauss & Corbin (2003) and translated by Shodiq and Muttaqien, which explains that Analysis in Grounded theory consists of three main types of coding: (a) open coding, (b) axial coding; and (c) coding. The boundary between each type of coding is not actual.

FINDING AND DISCUSSION

Using mobile technologies and devices create new reading habits among users and new interests regarding information consumption. This paper uses the hierarchical cluster analysis procedure for mobile group sites according to their number of visitors, views, and characteristics (Dracula, 2014). The convergence between platforms happened through the development of technology in the 21 century (Tapsell, 2014). Jenkins and Mulligan in Tapsell said that digital technology and mobile devices encourage the media industry in a new way in integration, synchronization, and conglomeration (Tapsell, 2014). With the development of this technology, access to get news and information from Metro TV, especially the OPSI Program, has become more accessible. The power of interaction with the audience becomes its advantage using new media. Technological developments make the behavior of audiences change. Mass media, including Metro TV, converged to meet the audience's needs. The shift from conventional mass media to integrated media and collaboration with new media is inevitable (Rizkiansyah et al., 2018).

Based on the results of interviews and observations that have been carried out, this study obtains results regarding the utilization and use of new media in the OPSI flagship program on Metro TV. The study uses two analyses, i.e.,

the characteristics and advantages of new media, namely multimedia, topicality, fastness and updates, overall capacity, flexibility, breadth, and interaction, and the use of features on social media Twitter, Instagram, and YouTube.

A. Characteristic (Advantage) of New Media

One of the new media aspects is connected to the internet. Internet-based media can encode, store, manipulate and receive messages. One of the new media aspects is connected to the internet. Internet-based media can encode, store, manipulate and receive messages. The advantages of new media utilized in the OPSI Program can be seen in the following explanation:

1. Multimedia

   With the new media, a platform can simultaneously present news and information in text, audio, video, graphics, and images (Romli, 2018). In the OPSI program, content is shared via Instagram and Twitter in the form of text, photos, videos, or graphics that provide information about the theme and information related to the program. Before it aired, the promotion team created digital banners, videos, and graphics to promote. During the broadcast, the team will do live tweets, and after the screening, the OPSI Production Team will make short videos that are attractive to be uploaded on Instagram. Meanwhile, the complete video program will be uploaded on the YouTube channel.

2. Topicality

   Topicality is what is published and contains essential information because of the ease and speed of information presentation (Romli, 2018). The theme being raised in the OPSI program is a hot issue now. The production and promotion teams have challenges if the discussed topic differs from what is actually. Social media usually gets a good response from netizens if the program discusses a topic that is currently being discussed at this time. The next task is the speed of conveying information in the program to digital format on social media.

3. Fastness and Updates

   New media makes it very easy for someone to get information because, with the new media changes, providers can quickly publish information that can be immediately accessible to everyone (Romli, 2018). Likewise, in the OPSI program, in the new media, OPSI is always fast and updated in gathering information through Instagram, Twitter, and YouTube. Like on Instagram and Twitter, the promotion team always uploads issues that will be the theme of the episode of OPSI that will be aired in the form of banners, theme quotes, and video footage. It is always carried out every week.

4. Broad Capacity

   The media can freely provide information through new media because web pages accommodate long texts (Romli, 2018). However, in this new media, OPSI is still limited by duration. Hence, the OPSI program's capacity is minimal adrift because the duration only airs one episode per week. Like the new media Instagram and Twitter. Related to the promotion of the video through Instagram, feeds are only limited to a specified number of seconds. The number of words per tweet also limits Twitter. In addition, through new media, YouTube is still limited by time because OPSI only has live streaming at the time it is on air.

5. Flexibility

   Now, through new media or online media, news can be updated anytime, even at any time, without any time limit (Romli, 2018). Although the new media used are social media, Twitter, Instagram, and YouTube, which have limited duration, the advantage is that they can be accessed anywhere as long as they are connected to the internet.

6. *Breadth*

   Mass media has an extensive reach. In addition, mass media can also be accessed anywhere and at any time in the hand of anyone. However, it must be connected to the internet (Romli, 2018). Using the new media Instagram, Twitter, and YouTube, the OPSI show can be watched live in front of the television. However, it can be followed by digital audiences on various platforms, including social media Twitter, Instagram, and YouTube.

7. Interactive

   The presence of new media allows two-way communication in which there is interactivity between the media and its audience (Romli, 2018). For example, the comment column facilities and chat rooms. In contrast to new media television, it allows interactivity, such as on Instagram, Twitter, and YouTube, which provide comments, like, or dislikes columns. Thus, there are a variety of comments and feedback given by netizens to the OPSI. The promotion team conveys the feedback to the OPSI production team, which is then considered for program improvement.

B. Utilization of Twitter, Instagram, and YouTube Features

The existence of new media, in this case, social media Twitter, Instagram, and YouTube, are optimized by television media to expand the reach and adjust the behavior of the current audience.

Table 1. Utilization of Twitter, Instagram, and YouTube features in OPSI Program.

No	New Media	Features	Utilization
1.	Twitter	Timeline	Used to monitor information.
		Direct Message (DM)	is Rarely used.
		Tweet	is Always used when posting photos, videos, or graphics.
		Reply-Tweet (RT)	is Rarely used.
		Trending Topic (TT)	Used to find out what is trending in the virtual world
		Follow/Unfollow	Used to follow someone or an organization related to the program.
		Mention (@)	Used occasionally to provide information to other account users who have an interest.
		Hashtag (#)	Utilized to make it easier for the audience to find the information they want.
2	Instagram	Upload feeds	To upload digital banner as a promotion before on air and footage of the interview results to direct the audience to see the full video on YouTube.
		IG stories	To post a video or photo sometime before and during the live OPSI program.
		Instagram live	is Used when the OPSI program is live so that it be watched by followers
		IG TV	is Used to post videos with a duration of more than 1 minute.
		Repost	Can be utilized to expand the reach because the posts in OPSI account will be reposted by the Metro TV account.
		Comments	are Utilized to obtain direct feedback from audiences.
3	YouTube	Likes	To find out how many accounts like the videos posted.
		Subscribe	To find out how many active audiences are waiting for YouTube's OPSI show.
		Comment	Used to receive direct feedback from audiences.
		Posting	Used to post OPSI contents per segment.

Table 1 shows that not all features on Twitter, Instagram, and YouTube are used by the promotion team or production team due to limited human resources to manage them.

CONCLUSION

The following conclusions can be drawn from the findings and discussion of the study. Metro TV seeks to optimize the advantages of new media for media convergence to broadcast in a multiplatform way. These advantages include multimedia, topicality, fastness, update, flexibility, breadth, and interaction. It is used to expand the reach and adapt to the audience's habits in consuming media today. Moreover, it can be used as a medium for promotion before the program airs.

The Promotion and Production Team of OPSI has utilized several features available on Twitter, Instagram, and YouTube, but not all have been used because of limited human resources. There are only two people to manage all platforms of the new media account of Metro TV. Twitter used to tweet, re-tweet, reply-tweet, follow trending topics and use hashtags. While for Instagram, features often used are feeds, IG stories, reposts, comments, and IGTV. For YouTube, the features used are posting, commenting, liking, and subscribing.

The following research suggestion is to analyze the media convergence strategy of other TV programs on different TV stations. Therefore, we can compare which strategy is more effective and efficient in reaching the audience.

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