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Effective Strategies In Utilizing Social Media As A Promotional Tool At Pt Yogyakarta Tugu Televisi

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Abstract

This study examines effective strategies for Jogja TV, the first local television station in Yogyakarta, to leverage social media in expanding audience reach and strengthening brand awareness. The approach used in this study is a quantitative approach. The data collection technique was by distributing online questionnaires to 100 respondents who were the audience of Jogja TV using Google Form. The sampling technique used a non-probability sampling technique using the purposive sampling method which was then processed using SPSS version 22.0. This study analyzes how Jogja TV can optimize the use of social media to expand the reach of the audience and strengthen brand awareness. The implementation of the right social media strategy can significantly strengthen the brand on Jogja TV. The effectiveness of Jogja TV's social media was evaluated based on indicators of attention (3.03), interest (3.23), information search (3.34), action (3.79), and information sharing (3.12). Results show that a well-implemented social media strategy can significantly enhance Jogja TV's brand. The study recommends developing a dedicated social media team to optimize promotions and build a stronger brand image.

Keywords: ***Jogja TV, Effectiveness of Social Media, Attention, Interest, Searching for Information (search), Action (action), Sharing Information (share).***

INTRODUCTION

In today's globalized era, television is common in nearly every household, often with multiple sets, as advancing technology continues to enhance the variety and

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functionality of TVs, enriching audience experiences (Wijaya, 2020). As a highly popular mass media in Indonesia, particularly on Java Island, television provides information, entertainment, and education, making it a key promotional tool for industries to market products and services (Haqqu, 2020). Television broadcasting in Indonesia has evolved into a competitive industry, where stations strive to capture viewer interest with popular programs. National private stations frequently rely on ratings from AGB Nielsen, a survey agency whose influence affects advertisers' choice of highly-watched shows.

Jogja TV under the auspices of PT Yogyakarta Tugu Television is the first private local TV in Jogja by positioning itself as a cultural TV and broadcasting its programs live to the public. The programs presented by Jogja TV include News Programs, Information Programs, Entertainment Programs, Children Programs, Education Programs, Sport Programs, Religious Programs, Movie Programs, and Series Programs. The following is the percentage data based on the Typology Program at Jogja TV:

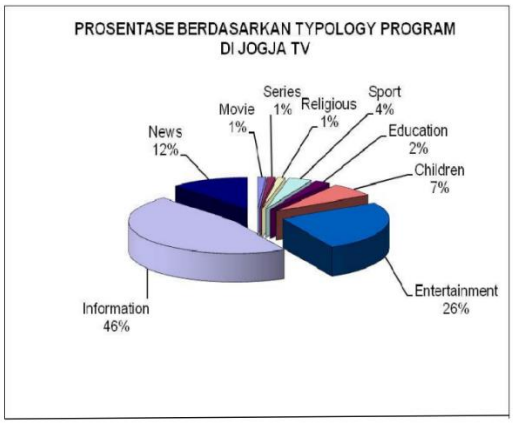


Figure 1. Percentage of Jogja TV Programs 2023

However, with the presence of various other national and local TV channels also operating in the area, Jogja TV faces a major problem in retaining its viewers. Jogja TV must try to compete with national TV channels as well as fellow local TV channels. National TV channels have wider reach and greater resources, while other local TV channels offer specific programs that are in accordance with the needs of the local community. This change forces the company to find new and innovative ways to stay relevant and attract the attention of the audience. The following is the market share of Jogja TV competitors in the Yogyakarta area.

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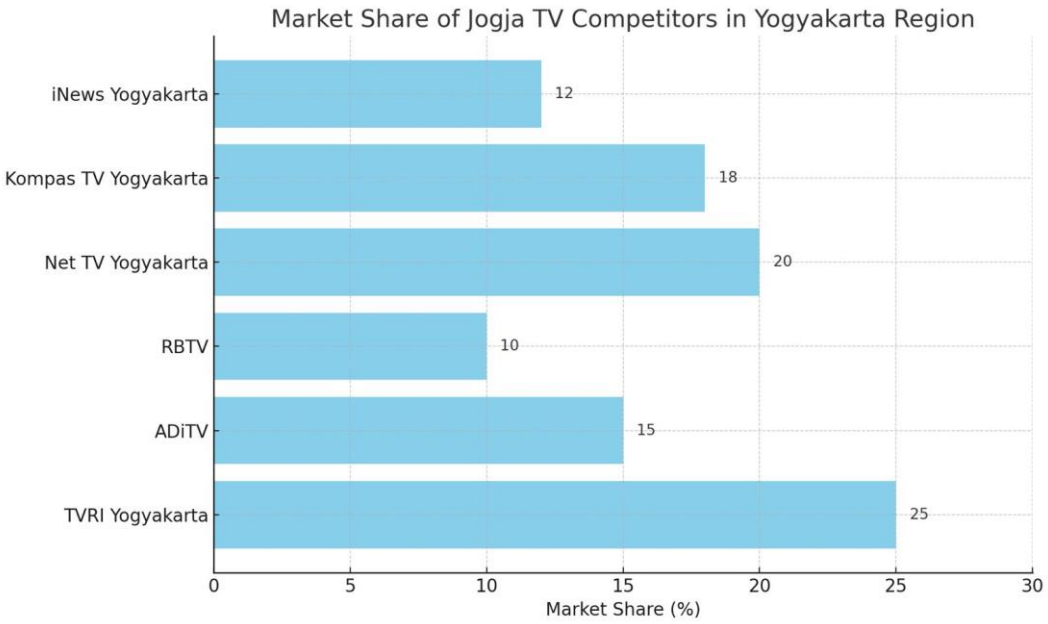


Figure 2. Market Share of Jogja TV Competitors in the Yogyakarta Region

The data shows Jogja TV faces significant competition from other local stations: TVRI Yogyakarta (25% market share), AdiTV (15%), RBTV (10%), Net TV Yogyakarta (20%), Kompas TV Yogyakarta (18%), and iNews Yogyakarta (12%). Jogja TV competes not only with local but also with national channels, which have broader reach and larger ad revenue potential. Local TV stations, including Jogja TV, rely on residual ad revenues, off-air events, shopping TV, and local government PSAs to sustain broadcasts (Surokim & Wahyudi, 2015). To increase its appeal and reach, Jogja TV should intensify social media marketing, utilizing platforms like Facebook, Instagram, Twitter, and YouTube as promotional tools in today's digital era, where social media centralizes information and interaction (Mubarok, 2022). Digitalization has reshaped broadcasting, urging conventional media to innovate for new audiences as digital platforms change how consumers access information (Weiss & Wulfemeyer, 2014). Rianto (2016) notes that new media has transformed audience interaction, influencing TV viewing habits, while Gaskins & Jerit (2012) highlight that traditional media's relevance lies in fulfilling audience interests, not just digital access skills.

Social media, driven by advanced technology, encompasses various forms like magazines, forums, blogs, microblogs, wikis, photos, videos, and social bookmarks

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(Kaplan & Haenlein, 2010). Its key characteristics include dependency on information technology, enabling two-way interactive and collaborative communication, and connecting users across platforms to form virtual communities that influence real-life behaviors (Cohen, 2011). Social media thus serves as a communication channel for broadcasting, reaching, and influencing others widely (Wells, 2011). With social media, Jogja TV's programs can be accessed anytime, allowing flexible content access beyond traditional TV schedules, thus broadening reach and optimizing infrastructure use.

Platforms like Instagram, TikTok, and YouTube allow Jogja TV to promote flagship programs and offer on-demand content, enabling audiences to watch anytime. With access to analytics, Jogja TV can tailor content to audience preferences, while viral content attracts new viewers. Social media also creates additional monetization opportunities through digital ads and brand partnerships and enables content evaluation. Creative, interactive content is essential, as social media requires engaging, relevant material. Social platforms improve audience reach by allowing Jogja TV to respond directly to viewer feedback, enhancing satisfaction through active engagement. Providing added-value content like behind-the-scenes updates fosters a stronger viewer connection, builds loyalty, and maintains service quality aligned with audience needs.

LITERATURE REVIEW

Social Media Marketing

In the digital disruption era, many teenagers and adults have shifted their activities online, moving from TV to social media for information and entertainment. Social media has also become a place for forming connections, especially among millennials who increasingly rely on it to replace traditional media functions, narrowing television's audience reach (Abdullah & Puspitasari, 2018). The internet's presence is seen as a challenge to television's former dominance as an entertainment and information source, particularly as millennials turn to social media through smartphones for their needs (Audinovic, 2021). This convergence era requires the TV industry to stay updated and adapt to prevent being overtaken by rapid technological advancements, as traditional media risks becoming obsolete if it fails to keep pace (Haqqu et al., 2020).

Social media marketing, defined as marketing through social platforms to promote products, services, brands, or issues by engaging a social media audience, offers companies global reach. As Rahadi & Zanial (2017) explain, e-marketing, the marketing side of e-commerce, involves communicating, promoting, and selling products

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or services online. Social media marketing is a key e-marketing strategy that allows companies to introduce their products to broader markets. For Jogja TV, this means leveraging social media platforms like Facebook, Instagram, Twitter, YouTube, and TikTok to create creative content, share information, and engage directly with audiences, expanding its reach and influence.

According to Armando (2019), social media marketing involves content creation aimed at attracting an audience's attention to promote products, drive website traffic, and increase brand awareness. This marketing approach leverages social media platforms to engage, communicate, and promote products or services to relevant audiences. For Jogja TV, social media marketing allows a broader audience reach through creative content sharing, interactive engagement, and direct responses to viewer feedback, enriching the viewing experience. Social media provides an opportunity to build brand loyalty, enhance the audience connection, and maintain service quality aligned with audience expectations.

Social Media

In today's rapidly advancing technological landscape, society must keep pace as information spreads faster than ever. This swift technological development greatly impacts the role of mass media as an intermediary in disseminating information. Currently, social media has become the medium that captures the public's attention. This technological evolution has influenced numerous aspects of life, driving all sectors to adapt. Social media, as a communication platform, facilitates incredibly rapid information spread, making it easy for users to access desired content. Additionally, social media platforms are increasingly capable of reading user behavior patterns, enabling them to provide tailored information to meet users' needs. Essentially, social media represents the latest evolution in web-based technology, allowing people to communicate, share, and establish networks online, which fosters the dissemination of user-generated content on platforms like blogs, Twitter, YouTube, Instagram, and TikTok (Nur, 2021).

Local news television views social media as a highly valuable promotional tool, exemplified by sharing news links across these platforms. Social media has enhanced newsroom interactions with audiences. According to Thorson et al. (2015), older consumers tend to be more loyal to newspapers and trust news produced by professionals, though this dynamic changes when age is controlled. Higher education and income levels often drive the importance of news sources. Younger, educated

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audiences are shifting their reliance on traditional news sources to mobile devices. The rise of social media as a business marketing tool enables entrepreneurs to extend their reach, as information presented by platforms like Jogja TV can now reach audiences previously unreached. Through social media, Jogja TV engages with audiences directly, allowing rapid information flow and enabling businesses to interact with users, simplifying the process of finding product information.

Social media provides distinct value to organizations by increasing brand popularity (Al-Sheikh & Hasanat, 2018), facilitating word-of-mouth communication (Li & Wu, 2018), boosting sales (Coursaris, Van Osch, & Balogh, 2016), and building customer social support (Naeem, 2019). Businesses use social media to share product information, with commonly used promotional platforms including Facebook, Instagram, YouTube, TikTok, and Twitter. According to Purbohastuti (2017), social media possesses four key characteristics: participation, openness, conversation, and connectivity. Participation encourages feedback from interested users, blurring the line between media and audience. Openness allows feedback through voting, sharing, and commenting. Conversation fosters two-way communication, while connectivity enables users to link websites, sources, and other users. Social media's promotional effectiveness can be measured through indicators like attention, interest, search, action, and sharing (Yusi, Andriyani, & Firdaus, 2022), providing a foundation for both short-term actions, like incentivized purchases, and long-term brand-building strategies.

RESEARCH FRAMEWORK

Based on the description and explanation of theoretical investigations and hypotheses, a research model can be created which is used in this research. This research model is shown in the following figure:

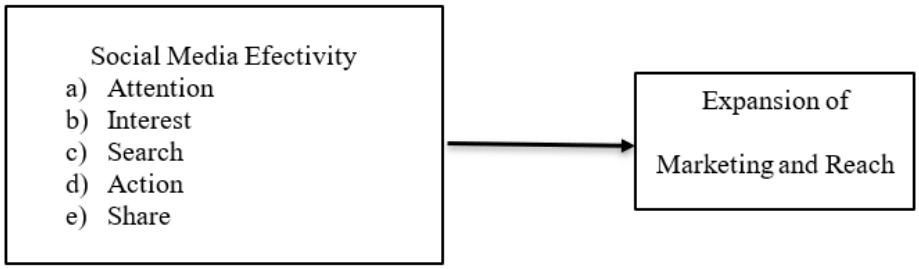


Figure 3. Research Framework

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RESEARCH METHODS

The research method used in this study is a quantitative approach aimed at understanding strategies to expand Jogja TV's audience reach through the effectiveness of social media. Data was collected using questionnaires administered to 100 viewers of Jogja TV on platforms like YouTube, TikTok, and Instagram, focusing on responses related to attention, interest, search, action, and sharing behaviors. Primary data obtained directly from respondents provided concrete numerical insights. Validity and reliability tests were conducted to ensure measurement accuracy, with validity assessed through correlation analysis and reliability evaluated using Cronbach's Alpha. Data was then processed and presented in percentage form and visualized through diagrams, facilitating a clear understanding of audience engagement and brand perception for Jogja TV's social media strategy.

RESULTS

This study examines Jogja TV's strategy to expand audience reach through social media effectiveness, using primary data collected from a questionnaire distributed to 100 respondents in Indonesia. Data tabulation and subsequent analysis were conducted using SPSS 23 for Windows. Descriptive statistical analysis evaluates social media's effectiveness in expanding Jogja TV's reach, with average audience ratings providing insights into how viewers perceive and respond to social media effectiveness based on five metrics: attention, interest, search, action, and share. The data analysis is divided into three main sections: respondent profile analysis, descriptive analysis of each variable, and discussion:

Descriptive Analysis

Characteristics of Research respondents

Table 1. Respondents Characteristics Descriptive Results

Gender	Frequences	Percentage (%)
Male	55	55,0
Female	45	45,0

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Age	Frequences	Percentage (%)
<25 years	25	25,0
26 - 35 years	35	35,0
36 - 45 years	33	33,0
> 46 years	7	7,0
Domicile	**Frequences**	**Percentage (%)**
Banten	3	3,0
DI Yogyakarta	18	18,0
DKI Jakarta	13	13,0
West Java	23	23,0
Central Java	13	13,0
East Java	7	7,0
Kalimantan	6	6,0
Nusa Tenggara	5	5,0
Papua	1	1,0
Sulawesi	4	4,0
Sumatra	7	7,0
Knowledge	**Frequences**	**Percentage (%)**
Yes	100	100,0
No	0	0,0
Knowledge Resource	**Frequences**	**Percentage (%)**
Yes	100	100,0
No	0	0,0
Intensity	**Frequences**	**Percentage (%)**
Distance (1-2 times)	28	28,0
Often (>3 times)	45	45,0
Sometimes (2-3 times)	27	27,0

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The descriptive analysis of respondent characteristics reveals a balanced gender distribution, with males making up 55% and females 45% of the sample, indicating a slight male predominance. Age distribution shows that the majority of respondents are between 26 and 35 years old (35%), followed closely by those aged 36-45 (33%). Meanwhile, younger respondents under 25 years represent 25% of the sample, while those over 46 make up only 7%, suggesting that most respondents fall into a young to middle-aged adult demographic. In terms of domicile, respondents are geographically diverse but concentrated in major areas such as West Java (23%), Yogyakarta (18%), and Jakarta (13%), with smaller representations from regions like Papua (1%) and Kalimantan (6%), which may reflect the broadcast or social media reach of Jogja TV across different Indonesian provinces.

Furthermore, all respondents indicated awareness (100%) and knowledge of the topic, showing a uniform understanding of the subject matter. The intensity of engagement with the content varies: 45% of respondents engage frequently (more than three times), while 28% have occasional engagement (1-2 times), and 27% report moderate engagement (2-3 times). This range in engagement levels highlights differing degrees of interaction with Jogja TV's content, which may reflect varying interest or accessibility among audiences across regions.

Research Variables Descriptive Testing

Table 2. Respondents Variables Descriptive Results

No	Indicators	Mean	Results
AT1	I have seen news about Jogja on the tiktok account @jogjatv.tv	3,50	Strongly Agree
AT2	I learned about the news about Jogja Culture through content uploaded on the YouTube account @jogjatv.tv	2,80	Agree
AT3	The content uploaded by @jogjatv.tv also contains the entertainment genre	2,87	Agree
AT4	I realized the importance of learning culture after seeing content from Tiktok @jogjatv.tv	2,98	Agree
	Average rating	3,03	Agree

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IN1	The content on the Tiktok account @jogjatv.tv caught my attention	3,90	Strongly Agree
IN2	I feel my insight has increased after seeing the Instagram content @jogja.tv	2,90	Agree
IN3	I am interested in visiting Jogja and learning about its culture through the shows uploaded on YouTube @jogjatv.tv	2,90	Agree
	Average rating	3,23	Agree
SE1	I started searching for the accuracy of the news uploaded by @jogjatv.tv through search engines such as Google, Chrome, etc. to get more complete information	3,80	Strongly Agree
SE2	I looked for audience reviews in the comments column when I saw the content @jogjatv.tv	3,69	Strongly Agree
SE3	I feel the news uploaded by @jogjatv.tv is very up to date	2,54	Agree
	Average rating	3,34	Strongly Agree
AC1	I feel confident to visit Jogja after getting information on the Tiktok content @jogjatv.tv	3,62	Strongly Agree
AC2	After watching YouTube @jogjatv.tv, I feel confident to learn about Jogja culture to increase my insight and experience	3,86	Strongly Agree
AC3	After seeing the brochure on the IG story @jogjatv.tv, I will contact the admin contact to collaborate business	3,87	Strongly Agree
AC4	I found out about Jogja TV's live streaming, through the IG story @jogjatv.tv, and I will watch it via YouTube @jogjatv.tv	3,83	Strongly Agree
	Average rating	3,79	Strongly Agree
SH1	I share interesting information about Jogja that is contained in the Tiktok content @jogjatv.tv	3,84	Strongly Agree
SH2	I share my personal experience when visiting Jogja with recommendations for places from @jogjatv.tv to others	2,69	Agree
SH3	I recommend @jogjatv.tv to relatives/friends regarding the accuracy of the information displayed	2,84	Agree

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	Average rating	3,12	Agree

Social Media Promotion Strategy

Promotion activities are crucial for companies to introduce and market their products or services to consumers, often utilizing various marketing strategies based on company policies and capabilities. One such approach is online promotion through social media. As Ebbert & Griffin (2014) note, social media includes mobile web-based platforms like Facebook, Twitter, Instagram, and YouTube, where millions of consumers seek and discuss products before making purchasing decisions. E-marketing, according to Kotler and Keller (2018), enables companies to communicate, promote, and sell through the internet, while Chaffey and Chadwick (2016) describe digital marketing as leveraging web, social media, and mobile channels to reach consumer targets and understand their profiles and preferences.

Jogja TV leverages social media platforms—Instagram, WhatsApp, TikTok, and YouTube—to expand its reach, featuring cultural and educational content packaged as entertainment to stand out from similar companies. This strategy is managed by the director and marketing team, highlighting flagship programs and creating engagement with local audiences. With TikTok as its largest follower base (537.4K), followed by YouTube (55.7K) and Instagram (25.2K), Jogja TV uses insights from these platforms to tailor content and posting times to better connect with younger audiences.

1) Instagram Feed: Jogja TV uses the Instagram feed feature to showcase photos and videos, including products from partnerships and flagship programs. To maintain a neat layout, Jogja TV often posts three images simultaneously.
2) Instagram Story (InstaStory): The Instagram Story feature is used to share behind-the-scenes production content, interact directly with the audience, and boost traffic and brand awareness.
3) Instagram Bio: The bio includes essential information like Jogja TV's founding year, office address, and a Linktree link, connecting customers to other platforms like WhatsApp, TikTok, and YouTube.
4) Direct Message (DM): Jogja TV's DM feature, equipped with automated responses via Messenger API, allows quick responses, directing customers to the marketing team on WhatsApp without needing to reply individually.

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5) Instagram Advertising: Jogja TV regularly uses Instagram ads, with at least two ads per month, achieving a 60% promotional reach and a 40% transaction rate, expanding their followers and attracting new brand partnerships.
6) Hashtag (Tag): Jogja TV adds hashtags (#culture #entertainment #jogja) to all posts to categorize content and expand reach to potential audiences.

DISCUSSION

Social media is one of the spearheads in promoting to consumers. The choice of social media is due to cheaper and more efficient promotion costs. Jogja TV in utilizing this social media focuses more on TikTok. The utilization that has been carried out and has been realized is creating a TikTok account @jogjatv.tv. In addition to creating a TikTok account to maximize promotion, Jogja TV collaborates with the people of Jogja who love tradition. In utilizing the community's love for traditions that are still cultivated in their environment, Jogja TV can interact directly for the purposes of its coverage.

Jogja TV in utilizing social media for promotion also collaborates with several products to carry out cross-promotion. This cross-promotion is carried out by exchanging promotions between brands. One of the products invited to do cross-promotion is "Mie Floria". One of the benefits obtained by the owner of the Mie Floria product is that Jogja TV will promote the product for a full day, through its social media, namely TikTok Content, Instagram Feed, Story and so on. So that the audience who sees the content is expected to be interested and also try the floria noodles, so that the sales of floria noodles will increase. In addition to cross-promotion, Jogja TV also provides discounts for every product barter with collaborating brands/stores. This is one form of cooperation in an effort to introduce Jogja TV widely by utilizing social media. From this action, the use of social media has a positive impact because it has increased the number of viewers from the previous month.

From the results of utilizing social media as a way to introduce the Jogja TV brand, it has been proven to increase the number of views. By utilizing this social media, the reach of the Jogja TV audience has certainly become wider. This can be seen from the increase in viewers every month, especially after January after using social media. This is because in February it was already active in online promotions by carrying out various strategies. The strategy carried out by collaborating with Instagram, TikTok or Youtube accounts in Yogyakarta. The selection of Instagram, TikTok or Youtube accounts because this is based on the fact that this social media is a social media that is actively

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used by many people. So that it will support viewers and can expand the reach of the audience.

CONCLUSION

The various series of processes carried out by the Jogja TV brand show that the implementation of the concept of the AISAS model through the social media platforms YouTube, Tiktok, and Instagram requires content that contains information in textual and visual form that can make it easier for the audience to capture the information or message to be conveyed. Jogja TV can achieve the concept of the AISAS model initially supported by the presence of content that can attract the attention of the audience. Furthermore, the form of interest in the content presented makes the audience want to know more information (search). The information needed by the audience can be accessed through comments from other audiences who also watch the content. In this action stage, the comments presented will influence the decision in determining the attitude that the audience wants to take. In the last stage, namely sharing, the audience can share information from Jogja TV content if it is considered important and accurate, by using the features available on the digital platform such as reposting. From the results of the analysis applied by Jogja TV through its social media, it can be concluded that AISAS can be a series of communications in marketing in digital media.

RESEARCH LIMITATIONS

The limitations of this study include several aspects that need to be considered. First, the study only focuses on the use of social media by Jogja TV, so it does not cover other platforms or strategies that may contribute to increasing the audience. Second, the data collection method uses a questionnaire that is limited to 100 respondents from platforms such as YouTube, TikTok, and Instagram. This can limit the generalization of the research results, due to the relatively small sample size and the limitations of the platforms used as references. In addition, this study relies on primary data in the form of respondent responses, which may be influenced by personal perceptions or preferences, so it may not reflect the views of the wider audience.

RECOMMENDATION

Based on the results of research on digital marketing communication strategies on the @jogjatv.tv account on Instagram, TikTok, and YouTube, there are several

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suggestions that can be implemented to increase the effectiveness of the strategy. First, improve the quality of content by improving image sharpness, creating a more dynamic narrative, and creating interesting and creative content to attract more audience attention. Second, offer a bonus in the form of an extension of upload time to increase business partner loyalty. Third, form a special creative team to manage social media, with a focus on upload consistency, optimal use of feed and live features, and the use of relevant captions and hashtags. These steps are expected to help @jogjatv.tv attract new audiences and retain audiences on the Instagram, YouTube, and TikTok platforms.

MANAGERIAL IMPLICATIONS

The managerial implications of this study highlight the importance of integrating social media marketing strategies to enhance audience engagement and brand reach, particularly for television networks like Jogja TV. By leveraging platforms such as TikTok, Instagram, and YouTube, Jogja TV can address shifts in viewer preferences away from traditional media and toward mobile and digital content. This approach encourages the application of the AISAS model—Attention, Interest, Search, Action, Share—which allows Jogja TV to craft content that not only captures attention but also sustains interest, facilitates information search, encourages user actions, and prompts content sharing. These strategies support Jogja TV's efforts to engage both younger and wider audiences, increase brand loyalty, and maintain relevance amid evolving media consumption trends. By optimizing social media for cross-promotions and collaborations, Jogja TV can further expand its influence and foster partnerships that enhance promotional reach and audience impact.

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