

DIGITAL COMMUNICATION IN JOURNALISM: NEWS DELIVERY TACTICS OF METRO TV ON INSTAGRAM

Name : Nazwa Afrilia

Reg.Number : 5504221063

Advisor : Arita Destianingsih, M.Pd

ABSTRACT

This study aims to analyze the news delivery tactics used by Metro TV through its official Instagram account (@metrotv) and examine audience engagement reflected in its news content. The study employed a descriptive qualitative approach by analyzing fifteen Instagram posts with the highest number of views published between January to March 2026. Data were collected through non-participant observation and documentation using observation guidelines and coding sheets. The analysis focused on content format, news type, visual presentation, caption language style and tone, hashtag usage, posting time, call-to-action, admin response, and audience engagement indicators. The findings show that Metro TV predominantly uses Instagram Reels to deliver news supported by high-quality visuals, informative captions containing 5W+1H elements, relevant hashtags, and consistent Metro TV branding. Most captions use a formal and factual language style, while only a few posts include call-to-action elements. Audience engagement is reflected through likes, comments, shares, and saves, with the highest engagement found in posts related to international conflicts, politics, humanitarian issues, and human-interest stories. Overall, Metro TV has successfully utilized Instagram as a digital journalism platform by combining visual storytelling with journalistic principles to deliver timely and engaging news content.

Keywords: Digital Journalism, News Delivery Tactics, Instagram, Metro TV, Audience Engagement, Social Media