

CHAPTER 1

INTRODUCTION

1.1 Title of the Study

The title of the study is “Digital Communication In Journalism: News Delivery Tactics of Metro Tv on Instagram”

1.2 Background of the Study

Journalism has been widely studied and practiced as an essential social institution that functions to deliver accurate, factual, and relevant information to the public. Since the late twentieth century, journalism has become a recognized field of academic inquiry, examined by scholars from various disciplines (Deuze, 2005). Historically, modern journalism began in the seventeenth century and developed alongside the growth of mass media, playing a vital role in informing society and supporting democratic processes.

Beyond the function of news delivery, journalism also serves broader social purposes, such as shaping public opinion, educating citizens, and maintaining accountability in public life. Through professional and responsible practices, journalism contributes to the creation of an informed, critical, and active society. In the digital era, these functions remain essential, even as the forms and platforms of journalism continue to evolve (Lewis, 2019; Salaverría, 2019).

The development of information and communication technology has significantly transformed journalism, particularly the shift from television-based broadcasting to digital platforms. Television was once the primary source of news for the public; however, the rapid growth of the internet has changed how audiences access and consume information. Digital media offer greater speed, accessibility, and flexibility, allowing audiences to access news anytime and anywhere through digital devices (Pumanti, 2025).

The rapid development of the internet has also changed the way people consume news. The television was previously the main source of information, people are now turning to digital media because it offers speed, ease of access, and flexibility. News can be accessed anytime and anywhere through digital devices such as smartphones and laptops, making digital media increasingly popular, especially among the younger generation with their fast-paced and dynamic lifestyles. This change is also influenced by the public's need for real-time and diverse information.

This shift in media consumption is also driven by the public's demand for real-time, diverse, and interactive information. Unlike television, which primarily delivers news in a one-way format, digital platforms enable audiences to engage directly with news content through comments, sharing, and discussions. As a result, digital media are perceived as more personal, responsive, and relevant to contemporary information needs, especially among younger audiences. Among various digital platforms, Instagram has emerged as one of the most widely used social media channels for news dissemination. Initially known as a platform for entertainment and social interaction, Instagram has evolved into an important medium for delivering news through visual and concise formats such as images, infographics, short videos, Stories, and live broadcasts (Zhao et al., 2019; Prasadana & Suryana, 2023). This development reflects how journalism adapts its presentation to suit digital audiences.

In Indonesia, this transformation is evident in the changing patterns of news consumption. The 2025 Digital News Report indicates that approximately 57% of Indonesians access news through social media, including Instagram, highlighting a significant shift from conventional media to digital platforms (Reuters Institute Digital News Report, 2025). This trend encourages news organizations to actively utilize social media as part of their news distribution strategies.

Thus Instagram not only functions as a medium for entertainment, communication, and marketing, but also as an important means of delivering journalistic news. Through fast, visual, and interactive presentation, Instagram helps

the media reach audiences that are difficult to reach through conventional media, while demonstrating journalism's ability to continue to adapt to technological developments without abandoning the principles of accuracy and responsibility.

Among Indonesian television networks, Metro TV occupies a particularly distinctive position within this transformation. Established in 2000, Metro TV was the first television station in Indonesia to broadcast news for twenty-four hours a day, a milestone that positioned it as a pioneer of continuous news journalism and set it apart from competing stations that historically combined news with general entertainment programming (Putra et al., 2023). This pioneering identity is not merely historical, but is actively maintained as part of Metro TV's institutional branding: its official Instagram account explicitly describes itself as "Indonesia's First News Channel," a statement that positions the station as a self-declared authority on national news broadcasting and distinguishes it from other Indonesian news channels such as tvOne, CNN Indonesia, and Kompas TV.

This distinctiveness is also reflected in measurable terms. As of 2026, the official Instagram account @metrotv has reached more than two million followers with tens of thousands of published posts, indicating a substantial and sustained digital audience built over time rather than a recently established presence. Metro TV is also known for presenting selected news programs in three languages, Indonesian, English, and Mandarin, and has been used repeatedly as a case study in academic research on media digitalization in Indonesia (Putra et al., 2023). Taken together, these characteristics, historical pioneering status, a large and established digital following, multilingual programming, and recognition in prior scholarship, make Metro TV a particularly relevant and justifiable subject for this study, distinguishing it from other national television channels that lack a comparable combination of journalistic history and digital presence.

This relevance is further supported by the researcher's preliminary observation of the @metrotv Instagram account conducted prior to data collection. During this

observation, it was noted that Metro TV consistently publishes multiple news posts per day across various formats, including Reels, Stories, and feed posts, and that posts covering international conflict, political accountability, and human-interest topics tend to receive markedly higher engagement than routine news updates. This preliminary pattern indicated that Metro TV's content strategy on Instagram is not applied uniformly, but instead varies according to topic and format, motivating a more systematic investigation into the tactics underlying this variation.

Instagram itself was selected as the focus platform of this study for several specific reasons. First, Instagram is among the most widely used social media platforms in Indonesia, reaching a broad demographic range and making it an effective channel for disseminating news to diverse audiences (Reuters Institute Digital News Report, 2025). Second, unlike text-dominant platforms such as X (formerly Twitter) or professionally oriented platforms such as LinkedIn, Instagram's format, which combines images, short-form video, Stories, and captions, aligns closely with the visual, concise nature of contemporary news consumption, particularly among younger audiences. Third, Instagram provides readily accessible engagement metrics, including likes, comments, shares, and saves, which allow audience response to be measured and compared more systematically than on platforms with more limited public analytics. For these reasons, Instagram was considered the most suitable and relevant platform through which to examine Metro TV's news delivery tactics and their relationship with audience engagement.

Building on this distinctive position, Metro TV has further responded to the broader industry transformation by expanding its news distribution to Instagram. While Metro TV is widely recognized for its television journalism, its presence on Instagram raises questions regarding how its news delivery tactics are adapted to the platform's visual and interactive characteristics. However, studies that specifically examine the content tactics used by Metro TV on Instagram and their relationship with audience engagement remain limited. This research gap underscores the need to analyze how

Metro TV delivers news on Instagram and how audiences respond to such content in the digital journalism context.

1.3 Formulation of the Problem

Considering the background, the present study focuses on two problem formulation, as follows:

1. How does Metro TV use news delivery tactics on Instagram to deliver news?
2. How is audience engagement of Metro TV's Instagram, including likes, comments, shares, and hashtags.

1.4 Scope and Limitation of the Study

The analysis focuses on various types of Instagram content commonly utilized in digital journalism, including Stories, Reels, infographics, live broadcasts, and text-based posts. These content formats are examined to understand how news is packaged and adapted to Instagram's visual and interactive characteristics.

In addition, the study aims to examine content performance by analyzing audience responses, particularly in terms of views and engagement. The content analyzed in this study is taken from posts published on Metro TV's official Instagram account between January to March 2026. However, the scope of the study is limited to the most-viewed content during this period. Due to time and research constraints, only 15 Instagram posts are selected for analysis, consisting of approximately five posts per month. This selection allows for a focused and in-depth examination of the most impactful content used by Metro TV in delivering news on Instagram.

1.5 Purpose of the Study

There are several purposes of this study they are:

1. To analyze how Metro TV News delivery Tactics to deliver news
2. To analyze Audience engagement of Metro TV on Instagram

1.6 Significance of the Study

1.6.1 For the Audience

The findings of this study offer insight into how news content is produced and presented on Instagram by a professional news organization. By understanding the content tactics used and how engagement is generated, audiences can become more critical and media-literate in consuming news on social media, especially in distinguishing credible journalistic content from misinformation.

1.6.2 For Journalists and Media Practitioners

This research serves as a practical reference for developing effective digital news strategies on social media platforms. The analysis of Metro TV's Instagram content and audience engagement provides valuable insights into how traditional news organizations can adapt to digital platforms without compromising journalistic values such as accuracy, credibility, and public interest. The results may also assist media practitioners in optimizing content formats and engagement strategies to better reach digital-native audiences.

1.6.3 For Students and Researchers

For students and academic researchers, this study contributes to academic discourse in journalism studies and digital media research. It provides empirical data and methodological references for future research related to digital journalism, social media news delivery, and audience engagement. Additionally, the study can serve as a reference for students who are interested in examining the transformation of journalism in the digital era, particularly within the Indonesian media context.